

AISHWARYA DEEP SHUKLA

Beedie School of Business, Simon Fraser University, Burnaby, Canada V5A1S6

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WORK EXPERIENCE

Assistant Professor Beedie School of Business, Simon Fraser University, Vancouver, Canada	Jun 2019– Present (On parental leave from Dec 2019 – Dec 2020)
Lecturer Beedie School of Business, Simon Fraser University, Vancouver, Canada	Jul 2018– May 2019
Research Associate Practo Inc., Bangalore, India	Jan 2016– Jul 2016
Manager (Enterprise Architecture) Tata Motors Limited, Mumbai, India	May 2012– Jun 2013

EDUCATION

PhD in Information Systems Robert H. Smith School of Business, University of Maryland, MD	Aug 2013– May 2019
Post Graduate Diploma in Industrial Management Indian Institute of Management, Mumbai	Jun 2010– Apr 2012
Bachelor's in Computer Science and Engineering Bangalore Institute of Technology, Bangalore	Aug 2006– Jun 2010

RESEARCH INTERESTS

Topic areas: Word of Mouth, Healthcare IT, User-Interfaces, Artificial Intelligence

Methods: Large Language Models, Econometrics, Field Experiments, Text Analysis

PUBLISHED PAPERS

Shukla AD, Gao G, Agarwal R (2021), "How Digital Word-of-Mouth Affects Consumer Decision Making: Evidence from Doctor Appointment Booking," *Management Science*, 67(3), 1546-1568. Doi:10.1287/mnsc.2020.3604 (FT-50, ABDC A*)

Shukla, AD, & Goh, JM (2023). Fighting fake reviews: Authenticated anonymous reviews using identity verification. *Business Horizons*. Doi:10.1016/j.bushor.2023.08.002 (ABDC B)

Shukla, A.D., Goh, J.M. and Agarwal, L. (2025), "The illusion of trust and the paradox of disclosure: how fake physician reviews exploit privacy concerns", *Internet Research*, Doi:10.1108/INTR-01-2024-0042 (ABDC A)

RECENTLY ACCEPTED PAPERS

Shukla AD, Goh JM, Sun T, Gao G, Agarwal R, “Effects of Nudging and Privacy Control on Online Physician Reviews: Evidence from a Field Experiment”, Accepted at *Journal of Management of Information Systems (ABDC A*, FT-50)*

WORKING PAPERS

Shukla AD, Goh JM, Agarwal L, Gao G, Agarwal R, “Catch Me If You Can: Identifying Fraudulent Physician Reviews with Large Language Models Using Generative Pre-Trained Transformers”, Minor Revision at *Information Systems Frontier (ABDC A)*

Ghose S, Jaikumar S, Chakraborty S, Shukla AD “Who is your Doctor and Why? The Role of Information Signaling in Physician Selection”, *In Review at Internet Research (ABDC A)*

Shams R, Saraf N, Shukla AD “Value Appropriation in Open Digital Platform Ecosystems: The Effect of Forking on Platform Participation”, *In Review at Management Science (ABDC A*, FT-50)*

Tavassoli P, Shukla AD, Goh JM, “Effect of AI Chatbot on Organic Word-of-Mouth: Evidence from a Natural Experiment”, Data Collection and Analysis Stage

CONFERENCE PRESENTATIONS

Shukla AD, Goh JM, Sun T, Gao G, Agarwal R (2023) “Effect of Warm Glow Nudge and Privacy Control on Online Physician Reviews: Evidence from a Field Experiment”, *Conference on Health Information Technology and Analytics*, Washington DC, USA

Shukla AD, Goh JM, Saraf N (2022) “Effect of Questions and Answers on Online Reviews: Evidence from Amazon.com” *Statistical Challenges in Electronic Commerce Research 2022*, Madrid, Spain

Shukla AD, Sun T, Gao G, Agarwal R (2019) “Speech is Silver, Silence is Golden—Motivational Framing Backfires: Evidence from a Field Experiment” *INFORMS Annual Meeting*, Seattle, USA

Shukla AD, Wang W, Gao G, Agarwal R (2018) “Catch me if you can: Fraudulent Online Reviews in Healthcare,” *Workshop on Information Systems and Economics (WISE)*, San Francisco, USA

Dugas M, Shukla AD, Gao G, Agarwal R (2017) “Gender Inequalities in Online Doctor Ratings,” *INFORMS Annual Meeting*, Philadelphia, USA

Shukla AD, Wang W, Gao G, Agarwal R (2016) “Using Machine Learning to Detect Fraudulent Reviews,” *Workshop on Health IT and Economics (WHITE)*, Washington D.C., USA

Shukla AD, Gao G, Agarwal R (2015) “The Effects of Online Word of Mouth on Physician Demand: Evidence from a Natural Experiment,” *INFORMS Annual Meeting*, Philadelphia, USA

Shukla AD, Gao G, Agarwal R (2015) “Digital Word-of-Mouth and Consumer Demand for Credence Services: Evidence from a Natural Experiment,” *INFORMS Healthcare*, Nashville, USA

Shukla AD, Gao G, Agarwal R (2014) “Digital Word-of-Mouth and Consumer Demand for Credence Services: Evidence from a Natural Experiment,” *Workshop on Information Systems and Economics (WISE)*, Auckland, New Zealand

Shukla AD, Gao G, Agarwal R (2014) “Would You See a Doctor Just Because Anonymous Patients Vouch for Him? A Longitudinal Study on Effect of Online Patient Recommendations on Doctor’s Appointments,” *Workshop on Health IT and Economics (WHITE)*, Washington D.C.

INVITED TALKS

University of British Columbia (2019), "How Digital Word-of-Mouth Affects Consumer Decision Making: Evidence from Doctor Appointment Booking"

University of Toronto (2018), "How Digital Word-of-Mouth Affects Consumer Decision Making: Evidence from Doctor Appointment Booking"

University of Manitoba (2018), "How Digital Word-of-Mouth Affects Consumer Decision Making: Evidence from Doctor Appointment Booking"

GRANTS

SSHRC Insight Development Grant (2022-2024) \$69,000

SFU Beedie School of Business Dean's Grant (2019-2024) \$20,000

SFU Startup Research Grant (2018-2021) \$40,000

SFU Teaching and Learning Development Grant (2019-2022) \$6,000

SFU SSHRC Insight Internal Grant (2021-2022) \$6,918

University of Maryland Center for International Business Research Grant (2016) USD 4,000

University of Maryland Dean's Fellowship 2014-2017 USD 32,000

TEACHING

BUS 983: Experimental Methods in Information Systems Research (New course Spring 2024)

BUS 237: Introduction to Business Technology Management

BUS 464: Business Data Management

BMGT 301: Introduction to Information Systems (University of Maryland Fall 2016)

Interests: Analytics, Artificial Intelligence, Database Management

Nominated for TD Canada Trust Teaching Award 2023, 2024

SERVICE (Internal)

2018-2019 Undergraduate Curriculum Committee

2019-2020 Undergraduate Co-curricular Activities Committee

2020-2021 Undergraduate Curriculum Committee

2021-2022 Tenure and Promotion Committee

2021-Present Case Competition Committee

2023-2025 Academic Appeals Committee

2021-2024 SFU Publication Fund Committee

2021-Present Case-IT Case Competition Judging Facilitator

2023-2025 Undergraduate Academic Appeals Committee

2022-2023 Undergraduate Strategic Enrollment Management Committee

2022- 2024 Early Career Flex MBA Taskforce, DBA Taskforce

2023 – 2024 Hosted Faculty Sessions on applying Generative AI in Teaching

2023- 2024 Research Council, Undergrad Case Committee
 2020- Present COMIS Case Competition Coach (Team placed 2nd in 2022, and 1st in 2025)

SERVICE (External)

Associate Editor for International Conference on Information Systems (2018-2019, 2021-2022)

Reviewer, International Conference on Information Systems (2016-Present)

Adhoc Reviewer, Information Systems Research (2019- Present)

Adhoc Reviewer, MIS Quarterly (2019- Present)

STUDENT SUPERVISION

PhD Student

- Parto Tavassoli (Aug 2022- Present)

Undergraduate Research Assistants

- Eric Wong (Oct 18-Apr 19)
- Laura Cao (Oct 18 – Nov 18)
- Raymond Zheng (Oct 18- Nov 18)
- Annie Zhou (Jan 19 – Aug 19)
- Raveen Saroya (Apr 19 – May 19)
- Daniel Breedveld (Apr 19 – May 19)
- Zaid Rauf (Apr 19 – May 19)
- Himani Boury (Apr 21 – Sep 21)
- Cassidy Lee Emby (Apr 21 – Aug 21)
- Jared Chiu (Aug 2021- Feb 2022)
- Laksh Agarwal (Sep 21 – Present)
- Ina Wong (Feb 23- Aug 23)
- Matthio Lim (March 23- Aug 23)
- Danishbir Singh (Sep 23- Dec 23)

Work Study Students

- Uddhav Solanki (Summer 2021)
- Rubab Singh (Summer 2021)
- Lakshay Sethi (Summer 2021)
- Huyen Pham (Summer 2021)
- Kapil Shrestha (Fall 2021)
- Mannat Kang (Fall 2021)
- Salehin Haque (Fall 2021, Spring 2022)
- Abhishek Banka (Spring 2022)
- Anshal Chopra (Spring 2022)
- Giulia Crovini (Spring 2022)
- Azwad Fardeen (Spring 2022)
- Tarunjeev Juneja (Spring 2022)

- Enwongobasi Ekanem (Spring 2022)
- Ha Thu Ngyugen (Fall 2023)
- Guanhua Lao (Fall 2023, Spring 2024)
- Michael Alegbeleye (Fall 2023)
- Matthew Myckland (Fall 2023)

Last Updated: May 2025