CAROLINA A. DE LIMA SALGE

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ACADEMIC APPOINTMENTS

University of Georgia, Terry College of Business

    Assistant Professor, 2020 – present

Wake Forest University, School of Business

    Assistant Professor, 2018 – 2020

EDUCATION

University of Georgia, Terry College of Business

    PhD, Management Information Systems, 2018

    Dissertation: *Understanding Bots in Social Movements.* Committee: Elena Karahanna (Chair), Richard T. Watson, Nicholas Berente, Hani Safadi, Weifeng Li

Clemson University, College of Business

    MA, Economics, May 2010

    Thesis: *The ATP World Tour: How Do Prize Structure and Game Format Affect the Outcome of a Match?* Committee: John Warner (Chair), Robert D. Tollison, Michael T. Maloney.

Clemson University, College of Architecture, Arts, and Humanities

    BA, Language (Spanish) and International Trade (Economics), May 2008

GRANTS

2021 Presidential Interdisciplinary Seed Grant Program, University of Georgia. Title: From AI Ethics to AI Aesthetics: Artificial Intelligence and Aesthetic Harm ($145,054). Awarded November 8, 2021. PI: Meskin, A., Co-PI: **Salge, C.,** *Wang, P., Saltz, D., Abraham, A. Wallace, I., Smith, R., Geha, K.*

JOURNAL PUBLICATIONS

1. Möhlmann, M., **Salge, C.**, & Marabelli, M. (*Accepted May 19, 2022*). Algorithm Sensemaking: How London Drivers are Solving the Tricky Puzzle of Uber's Algorithmic Management. *Forthcoming at Journal of AIS.*

2. Berente, N., **Salge, C.**, Mallampalli, V. K., & Park, K. 2022. (*Accepted April 16, 2022*). Rethinking Project Escalation: An Institutional Perspective on the Persistence of Failing

Large-Scale Information System Projects. *Journal of Management Information Systems,* 39 (3), 640-672.

3. Cohen, J., Lisa, G., Montague, N., **Salge, C.**, & Wayne, J. 2022. (*Accepted January 13, 2022*). The Effects of Audit Guidance on Auditor's Evaluations of Fair Value Estimates. *AUDITING: A Journal of Practice & Theory.*

4. **Salge, C.**, Karahanna, E., & Thatcher, J. 2022. (*Accepted February 23, 2021*). Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter. *MIS Quarterly*, 46 (1), 229-259.

5. Criado MF, Sá e Silva M, Lee DH, **Salge C.**, Spackman E, Donis R, Wan X-F, Swayne DE. 2020 (*Accepted September 22, 2020*). Cross-protection by inactivated H5 prepandemic vaccine seed strains against diverse goose/Guangdong lineage H5N1 highly pathogenic avian influenza viruses. *J Virol* 94:e00720-20. https://doi.org/10.1128/JVI.00720-20.

6. Thomaz, F., **Salge, C.**, Karahanna, E., & Hulland, J. 2020. (*Accepted September 24, 2019*). Learning From the Dark Web: Leveraging Conversational Agents in the Era of Hyper-Privacy to Enhance Marketing. *Journal of the Academy of Marketing Science.*

7. Byon, K. K., **Salge, C.**, Baker, T. A., & Jones, C. W. 2020 (*Accepted August 29, 2019*). Team identification and negotiation: A mediated-moderation model of constraints, motivation, and sport consumption. *Sport Marketing Quarterly.*

8. **Salge, C.** & Karahanna, E. 2018 (*Accepted December 8, 2016*). Protesting Corruption on Twitter: Is It a Bot or Is It a Person? *Academy of Management Discoveries*, 4(1), 32-49.

9. **Salge, C.** & Berente, N. 2017 (*Accepted December 28, 2016*). Is That Social Bot Behaving Unethically? *Communications of the ACM:* Vol. 60, Issue 9.

10. **Salge, C.**, Byon, K. K., & Baker, T. A. 2015 (*Accepted September 21, 2014*). The Limiting Use of Meta-Analysis in Sport Management: A Case of Constraints and Sport Leisure Consumption. *Journal of Contemporary Athletics*: Vol. 9, Issue 2.

MANUSCRIPTS UNDER REVIEW

1. Moravec, P., Pye, J., & **Salge, C.** Transparency & Trust in Medical AI for Forward Triage: Evidence from a Randomized Experiment. Major Revision at *Information Systems Research.* (*All authors contributed equally – naming in alphabetical order*).

MANUSCRIPTS NEARING SUBMISSION

1. **Salge, C.**, Ashoor, T., & Feine, J. Chatbots, Emojis, and Self-disclosure in Online Dating. Target: *Information Systems Research*.

2. **Salge, C.**, Li, W., Schecter, A. & Karahanna, E. Designing bot action triggers: Lexical semantics and information curation. Target: *MIS Quarterly*.

3. **Salge, C.**, Rossi, S., Thatcher, J., & Mukkamala, R. Next generation bot research. Target: *MIS Quarterly*.

WORKING PAPERS

4. **Salge, C.**, Schecter, A. Li, W., & Karahanna, E. TBD. Target: *Management Science*.

5. Smith, R., Wang, P., **Salge, C.,** & Schecter, A. TBD. Target: *Management Science*.

PRESS COVERAGE

- Are Bots the New Internet Influencers? *The Irish Times*, June 8, 2017

- Researchers Expose Invisible Change on Amicable Media. *Global News Connect*, June 5, 2017

- What Does It Really Mean When a Story Is 'Trending?' *Consumer Affairs*, June 2, 2017

- Twitter "Bots" May Help Drive Social Movements. *Business Standard*, *Gadgets Now*, *Daily News and Analysis*, *NewsDog*, *India Today*, *Asian Age*, *Deccan Chronicle*, *The Indian Express*, *Dot Emirates*, May 31, 2017

- UGA Researchers Uncover Invisible Influence on Social Media. *Metro Atlanta CEO*, *Middle Georgia CEO*, *August CEO*, *Albany CEO*, *Savannah CEO*, May 31, 2017

- Invisible Twitter Bots May Influence Dialogue. *Engineering and Technology*, May 31, 2017

- Researchers Uncover Invisible Influence of Bots on Social Media. *Science Daily*, May 30, 2017 - *Tech Explore*, May 31, 2017

- Bots Can Have an Invisible Influence on Social Media. *Innovation Toronto*, May 30, 2017

- Bot Influence on Social Media Is More Powerful Than You Think. *Electronics 360*, May 30, 2017

- Connecting the Bots: UGA Researchers Uncover Invisible Influence on Social Media. *UGA Today*, *Terry Press Release*, May 30, 2017

INVITED PRESENTATIONS

1. University of Maryland, March 2023, College Park, MD, "TBD"

2. ESSEC Business School, June 2023, Paris, France, "TBD"

3. Rotterdam School of Management, Erasmus University, June 2023, Rotterdam, Netherlands, "TBD"

4. University of Notre Dame, April 2020, South Bend, IN, "Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter"

5. University of Georgia, February 2020, Athens, GA, "Algorithmic Processes of Social Alertness and Social Transmission: How Bots Disseminate Information on Twitter"

6. Wake Forest University, January 2020, Winston-Salem, NC "Exploring the "Evolution-in-Use" of Technology: A Sensemaking Perspective"

7. Berry College, April 2018, Rome, GA, "Who is to Blame? Culpability and Unethical Algorithmic Behavior"

8. Seoul National University, December 2017, Seoul, South Korea, "Deliberate and Incidental BrokeCasting: The Role of Bots in Social Movements"

9. Iowa State University, October 2017, Ames, IA, "Understanding Bots in Social Movements"

10. Wake Forest University, October 2017, Winston-Salem, NC, "Understanding Bots in Social Movements"

11. Oklahoma State University, October 2017, Stillwater, OK, "Understanding Bots in Social Movements"

12. University of South Florida, October 2017, Tampa, FL, "Understanding Bots in Social Movements"

13. Temple University, October 2017, Philadelphia, PA, "Understanding Bots in Social Movements"

14. Clemson University, February, 2017, Clemson, SC, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

15. Massachusetts Institute of Technology, October, 2015, Cambridge, MA, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

16. Georgia State University, April, 2015, Atlanta, GA, "Protesting Corruption on Twitter: Is It a Bot or Is It a Person?"

17. University of Liechtenstein, IS Research Quality Seminar, Flumserberg, Switzerland, February, 2015, "Dynamic Task Technology Fit: A Sensemaking Perspective"

REFEREED CONFERENCE PAPERS AND PROCEEDINGS

1. **Salge, C.** & Berente, N. 2015. Pair Programming Vs. Solo Programming: What Do We Know After 15 Years of Research? *Hawaii International Conference on System Sciences*, Hawaii.

2. **Salge, C.** 2015. Pulling the Outside In: A Transactional Cost Perspective on IT Insourcing. *Americas Conference on Information Systems*, Puerto Rico.

3. **Salge, C.** 2014. Is Wi-Fi the Answer to NFL's Empty Seats? *Americas Conference on Information Systems*, Savannah, Georgia.

4. **Salge, C.** & Berente, N. 2014. Pair Programming: A Contingency Approach. *Americas Conference on Information Systems*, in Savannah, Georgia.

5. **Salge, C.** 2014. Understanding Task-Technology Fit Evolvement: A Conceptual Framework. *Southern Association for Information Systems Conference*, Macon, Georgia. (**Runner-up best paper award**).

6. **Salge, C.**, Byon, K. K., & Baker, T. A. 2013. Team Identification and Negotiation: A Mediated-Moderation Model for Sport Consumption. *Sport Marketing Association Conference*, Albuquerque, New Mexico (**Best paper award**).

AWARDS AND HONORS

- Outstanding Teaching Award, Wake Forest University, 2018
- Dissertation Completion Award, University of Georgia, 2017
- Outstanding Teaching Assistant Award, University of Georgia, 2016
- Graduate Student Case Competition Winner, Sport Marketing Association, 2012
- Most Outstanding Graduate Assistant, Clemson University, 2010

PUBLIC SCHOLARSHIP

Jetha, K. & **Salge, C**. 2015. Information Spillovers from Protests against Corporations: An Interview with the Authors. *Administrative Science Quarterly Blog*. **(A top post of 2015).**

TEACHING

WAKE FOREST UNIVERSITY

*** 2018 Outstanding Teaching Award ***

Intro to Programming with R, BAN 6003

- Summer 2018a (4.5/5.0)
- Summer 2018b (4.1/5.0)
- Summer 2019a (4.5/5.0)
- Summer 2019b (4.4/5.0)

Data Management, BAN 6020

- Fall 2018a (4.6/5.0)
- Fall 2018b (4.4/5.0)
- Fall 2019a (4.3/5.0)
- Fall 2019b (4.1/5.0)

UNIVERSITY OF GEORGIA

*** 2016 Outstanding Teaching Assistant Award ***

Data Management, MIST 4610

- Fall 2014 (4.7/5.0)

- Fall 2015a (4.4/5.0)
- Fall 2015b (4.3/5.0)
- Summer 2015 (4.7/5.0)
- Summer 2017 (4.7/5.0)
- Fall 2022a (3.7/5.0)
- Fall 2022b (4.1/5.0)

Advanced Data Management & Analytics, MIST 5730

- Spring 2022 (4.8)

Business Intelligence, MIST 5620 / MIST 7770

- Fall 2016 (4.8/5.0)
- Fall 2020 (4.2/5.0)
- Spring 2021 (4.3/5.0)
- Spring 2022 (4.6/5.0)

SERVICE

Social media director for *MIS Quarterly*, 2017- present

Social events co-chair for ICIS, 2020

Article reviewer for:

- *MIS Quarterly*, 2022, 2021, 2020, 2019, 2018, 2014
- *Information Systems Research*, 2018, 2020, 2021, 2022
- *Journal of Management Information Systems, 2020, 2022*
- *Information and Organization*, 2018
- *Management Science*, 2017, 2022
- *IEEE Systems Journal*, 2015
- International Conference on Information Systems, 2013-2019
- Hawaii International Conference on System Sciences, 2014-2016
- European Conference on Information Systems, 2015
- Academy of Management Conference, 2014

Conference Program Associate Editor

- International Conference on Information Systems, 2019, 2020, 2021, 2022
- European Conference on Information Systems, 2022

Student coordinator for:

- MIS Weekly Workshop Series, University of Georgia, 2014-2016
- MIS Meet the Papers Series, University of Georgia, 2014-2016

DEPARTMENTAL SERVICES AT UNIVERSITY OF GEORGIA

- Social Media, 2020-present
- Tenure-Track Faculty Position, Recruiting Committee, 2022

DEPARTMENTAL SERVICES AT WAKE FOREST UNIVERSITY

- Tenure-Track Faculty Position, Recruiting Committee, 2018-2019
- Non-Tenure Track Faculty Position, Recruiting Committee, 2018-2019

ATHLETIC EXPERIENCE

- Varsity Tennis (Awarded Athletic Scholarship), Clemson University, 2005-2008
- All-American Award (Ranked as #5 in final NCAA poll in doubles), 2008
- Most Valuable Player of ACC Tournament and Clemson Women's Tennis, 2008
- Participant in NCAA Final Four, 2005