

Ermira Zifla

CONTACT

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ACADEMIC APPOINTMENT

Assistant Professor, Decision Sciences Department **2018-Current**
Peter T. Paul College of Business and Economics,
University of New Hampshire, Durham, NH

EDUCATION

Ph.D. in Business Administration, Management Information Systems **2018**
Fox School of Business, Temple University, Philadelphia, PA

Master of Science in Finance **2009**
Sabanci University, Turkey
Ranking: 1st, Maxima Cum Laude

Bachelor of Business Administration **2008**
Istanbul University, Turkey
Ranking: 1st, Maxima Cum Laude

RESEARCH INTERESTS

- *Topics*: User-generated content, Online communities, Healthcare, Electronic commerce
- *Methods*: Experiments, Surveys, Applied econometrics

JOURNAL PUBLICATIONS

- Zifla, E., & Eke Rubini, B. (2024). Multi-criteria evaluation of health news stories. **Decision Support Systems**, 180, 114187. <https://doi.org/10.1016/j.dss.2024.114187>
- Zifla, E., Schuff, D., Mudambi, S., & Wattal, S. (2024). Not just for fun: The effect of pseudo-reviews on consumer behavior. **Computers in Human Behavior**, 155, 108166. <https://doi.org/10.1016/j.chb.2024.108166>

- Gwebu, K. L., Wang, J., & Zifla, E. (2022). Can warnings curb the spread of fake news? The interplay between warning, trust and confirmation bias. **Behaviour & Information Technology**, 41(16), 3552–3573. <https://doi.org/10.1080/0144929X.2021.2002932>
- Zifla, E., & Wattal, S. (2019). Understanding IT-Enabled Social Features in Online Peer-to-Peer Businesses for Cultural Goods. **Journal of the Association for Information Systems**, 20(5). <https://doi.org/10.17705/1jais.00546>

PAPERS UNDER REVIEW

- “Is my Treatment Peer Approved? Social Comparison and Adherence to Medical Treatments” (with Sunil Wattal). *Under Review at A-level journal*

WORKING PAPERS

- “How do People Evaluate Online News About New Medical Treatments? An Empirical Examination”. *Data analysis stage*
- “Creativity and Sales: A Social Network Perspective”. *Data analysis stage*
- “Corporate Social Activism and Politicized Consumption”. *Data analysis stage*
- “Sharing Personal Information with the Doctor: Comparison of AI & Human”. *Data collection stage*
- “Whimsical Reviews: Fun or Trouble?”. *Data collection stage*

CONFERENCE PRESENTATIONS

- “Predicting Expert Ratings for Healthcare News Stories” (with Burcu Eke Rubini). **New England AIS Conference**, Boston MA 2021
- “Humor in Online Reviews” (with Sunil Wattal, David Schuff and Susan Mudambi). **Statistical Challenges in Electronic Commerce Research (SCECR)**, Online, 2020
- “What Doctors Wish They Knew: Treatment Compliance in an Online Health Community for Chronic Patients” (with Sunil Wattal). **52nd Hawaii International Conference on System Sciences (HICSS)**, Hawaii, 2019
- “Is my Treatment Peer Approved: Impact of Online Health Community on Treatment Compliance for Chronic Patients” (with Sunil Wattal). **Conference on Health IT and Analytics (CHITA)**, Washington DC, 2018

- “What’s “Funny” about Technology Adoption? Humorous Appropriation of Online Review Platforms” (with David Schuff and Susan Mudambi). *37th International Conference on Information Systems (ICIS)*, Dublin Ireland, 2016
- “Community Engagement in Peer-to-Peer Business: Evidence from Etsy.com” (with Sunil Wattal). *Proceedings of the 24th European Conference on Information Systems (ECIS)*, Istanbul Turkey, 2016. Also presented at *Collective Intelligence*, New York USA, 2016

TEACHING EXPERIENCE

ADMN 926 Leveraging Technology for Competitive Advantage , Graduate Peter T. Paul College of Business, University of New Hampshire	2023 – Current
DS 673 Database Management and Systems Analysis , Undergraduate Peter T. Paul College of Business, University of New Hampshire	2020 – Current
ADMN 410 Management Information Systems , Undergraduate Peter T. Paul College of Business, University of New Hampshire	2018 – Current
MIS 0855, Data Science , Undergraduate Fox School of Business, Temple University	2016 – 2017
Epoka University, Albania Banking and Finance department, <i>Instructor</i>	2010 – 2012

ACADEMIC COMMUNITY SERVICE

- Paul College Undergraduate Curriculum Committee Chair, 2022-Present
- New England AIS Chapter Secretary, 2020-2023
- New England AIS Annual Conference, Conference Program Chair, 2023
- Associate Editor: IS in Healthcare track- International Conference on Information Systems, 2019
- Ad-hoc Reviewer: Information Systems Research (ISR), Decision Support Systems (DSS), Information Systems Journal (ISJ), Business & Information Systems Engineering (BISE), International Conference on Information Systems (ICIS), Hawaii International Conference on System Sciences (HICSS), European Conference on Information Systems (ECIS)

ACADEMIC HONORS AND AWARDS

- **Decision Sciences Department Summer Research Grant**, 2023
- **Junior Faculty Consortium Invitee** at ICIS, 2022
- **Doctoral Consortium Invitee** at AMCIS 2017, HICSS 2018
- **Best Reviewer Award** for ICIS “Security, Privacy and Ethics of IS” track, 2017
- **14th Young Scholars Interdisciplinary Forum grant**, 2017

- **Full Tuition Waiver** from Sabanci University, Masters in Finance, 2008-2009
- **Full Scholarship** from YÖK (The Council of Higher Education in Turkey) awarded to *top 15* students in Albania for all semesters of undergraduate education at Istanbul University, 2004-2008

MEDIA COVERAGE

- **The Boston Globe:** Fake news? AI detected inadequate medical news more easily than people, UNH study shows <https://www.bostonglobe.com/2024/03/07/metro/ai-spotted-fake-health-news-more-readily-than-people-per-unh-study/>
- **The Conway Daily Sun:** UNH researchers evaluate online health news using AI https://www.conwaydailysun.com/community/health/unh-researchers-evaluate-online-health-news-using-ai/article_d79406bc-e6d6-11ee-903b-fba829fb4555.html
- **Health Leaders:** Fake news? AI detected inadequate medical news more easily than people, UNH study shows <https://www.healthleadersmedia.com/technology/fake-news-ai-detected-inadequate-medical-news-more-easily-people-unh-study-shows>
- **Medical Express:** Researchers evaluate accuracy of online health news using easily accessible AI <https://medicalxpress.com/news/2024-03-accuracy-online-health-news-easily.html>
- **UNH Today:** Paul College Researchers Use AI to Evaluate Health News Quality <https://www.unh.edu/unhtoday/2024/03/paul-college-researchers-use-ai-evaluate-health-news-quality>
- **AACSB:** Research Roundup: March 2024 <https://www.aacsb.edu/insights/articles/2024/03/research-roundup-march-2024>

INDUSTRY WORK EXPERIENCE

Finansbank, Istanbul, Turkey

2009 – 2010

Financial Control and Planning, Performance Management Department, *Asst. Supervisor*

- Analyzed monthly profitability data using SQL, MS Excel and MS Access for Finansbank (5th largest private bank in Turkey)

SKILLS

- *Software:* Stata, SPSS, Qualtrics, SQL