

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Beyond Automation: AI-Infused Peer Review, Abundant Scholarship, and the Future Value of Academia

By

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Time : 10:30 am – 12 noon

Venue : HHBUG06, UG/F, PolyU Hung Hom Bay Campus

Abstract

The adoption of generative AI by authors has accelerated manuscript production and surged journal submissions, straining peer review capacity and worsening turnaround times and decision accuracy. Academic publishing cannot resolve this operational congestion through bans or uncoordinated "shadow AI." Our Management Science paper demonstrated the value of infusing AI into peer review, and that realizing gains from this requires system-wide workflow redesign rather than simple task automation. We propose an institutional, hybrid workflow that deploys large language models as structured, transparent frontline reviewers paired with author right-of-response and human oversight. Using an operations model of journal capacity, we illuminate conditions under which governed AI preserves decision accuracy while expanding throughput.

I will also mention initial field initiatives at INFORMS journals and outline an upcoming experimental design at the WORTH conference to evaluate hybrid peer review empirically. Finally, I will place peer review within a broader macro crisis: in a world where AI produces, reviews, and synthesizes scholarship at near-zero marginal cost, what is the ultimate purpose and societal value of academic research? Going further, as personalized AI tutors outperform traditional classroom instruction and upend student evaluation, business schools must confront an existential question—what is the unique value proposition of universities, and how must our institutions innovate to survive?

Prof. Hemant K. BHARGAVA is an academic leader in economic modeling and analysis of technology-based business and markets. His research focuses on decision analytics and how the distinctive characteristics of technology goods influences specific elements of operations, marketing, and competitive strategy, and the implications it holds for competitive markets and technology-related policy. He has examined deeply these issues in specific industries including platform businesses, information and telecommunications industries, healthcare, media and entertainment, and electric vehicles.

Prof. Bhargava has published extensively in the top journals *Management Science*, *Operations Research*, *Marketing Science*, *Journal of Marketing Research*, *Information Systems Research*, *INFORMS Journal on Computing*, and *Production and Operations Management*. He is a Distinguished Fellow of the INFORMS Information Systems Society, and Department Editor (Information Systems) for INFORMS' flagship journal *Management Science*. He co-founded the annual Theory in Economics of Information Systems workshop. He co-founded and was the first Academic Director of the UC Davis Master of Science in Business Analytics program. He was listed among the Global 100 Top Academic Data Leaders by Chief Data Officer magazine in 2020.

All interested are welcome.



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