

Gang Wang

Department of Business Analytics, Operations and Information Technology,
Lerner College of Business & Economics, University of Delaware
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EDUCATION

University of Connecticut, U.S.

Ph.D. in Operations & Information Management 2015

Committee: Xue Bai (Co-Chair), James Marsden (Co-Chair), Bill Ross, Jr.

Nankai University, China

M.E. in Management Science & Engineering 2009

B.S. in Management Information Systems 2007

ACADEMIC EXPERIENCE

University of Delaware, Lerner College of Business & Economics

Department Chair 2026 – present

Professor (with tenure) 2026 – present

Co-Director, the FinTech Innovation Hub 2024 – present

Affiliated Faculty

Institute for Financial Services Analytics (IFSA) 2024 – present

Data Science Institute 2023 – present

Associate Professor (with tenure) 2021 – 2026

Assistant Professor (tenure-track) 2015 – 2021

University of Maryland, Robert H. Smith School of Business

Visiting Scholar Fall, 2022

RESEARCH

Topics: e-Platforms, Digital Technology Adoption, Societal Impact of IT

Methods: Applied Econometrics, Field Experiment, Data and Text Mining

REFEREED JOURNAL ARTICLES

FT 50 = Top 50 Journals used in Financial Times Research Rank;

UTD 24 = Top 24 journals for UT Dallas Top 100 Business School Research Rankings;

- [1] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, Shuai Yang. “The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work”. *Forthcoming at Information Systems Research*. (UTD24, FT50)

- [2] Zhuoxin Li, and **Gang Wang**. “On-Demand Delivery Platforms and Restaurant Sales”, *Management Science*, 71 (7), 5419-6318, 2025. (UTD24, FT50)
- [3] Zhuoxin Li, and **Gang Wang**. “Regulating Powerful Platforms: Evidence from Commission Fee Caps”, *Information Systems Research*, 36 (1), 126-140, 2025. (UTD24, FT50)
- [4] Hongfei Li, Jing Peng, **Gang Wang**, and Xue Bai. “The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services”, *Information Systems Research*, 35 (4), 1507-2085, 2024. (UTD24, FT50)
- [5] Zhuoxin Li, **Gang Wang**, and Harry J. Wang. “Peer Effects in Competitive Environments: Field Experiments on Information Provision and Interventions”, *MIS Quarterly*, 45 (1), 163-191, 2021. (UTD24, FT50)
- [6] Yating Li, Bin Li, **Gang Wang**, and Shuai Yang. “The Effects of Consumer Animosity on Demand for Sharing-based Accommodations: Evidence from Airbnb”, *Decision Support Systems*, 140: 113430, 2021.
- [7] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “A Note on the Impact of Daily Deals on Local Retailers’ Online Reputation: Mediation Effects of the Consumer Experience”, *Information Systems Research*, 31 (4), 1132-1143, 2020. (UTD24, FT50)
- [8] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “How e-WOM and Local Competition Drive Local Retailers’ Decisions about Daily Deal Offerings”, *Decision Support Systems*, 101: 82-94, 2017.
- [9] Yang Yang, Harry J. Wang, and **Gang Wang**. “Understanding Crowdfunding Processes: A Dynamic Evaluation and Simulation Approach”, *Journal of Electronic Commerce Research*, 17 (1): 47-64, 2016.
- [10] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “Relationships among Minimum Requirements, Facebook likes, Groupon Deal Outcomes”, *ACM Transactions on Management Information Systems (TMIS)*, 6 (3):1-28, 2015.

WORKING PAPERS

- [11] Shuai Yang, Xinyu Chang, **Gang Wang**, Xiaojun Wu, and Harry J. Wang. “More than a Gimmick? The Role of Service Robots in Customer Demand”. *Revise & Resubmit at Production and Operations Management*.
- [12] Meiying Liu, Joanne, J. Yoo, Timothy Webb, and **Gang Wang**. “The Impact of AI-Generated Review summaries on Hotel Booking Information Search efficiency”. *Under Review at Journal of Hospitality & Tourism Management*.

CONFERENCE PAPERS AND PRESENTATIONS

- [1] **Gang Wang**. “Publishing in Mainstream Leading Journals using Hospitality and Tourism Analytics”, invited speaker at the 2nd *Workshop on Informatics, Data Science, and Economics in Hospitality and Tourism Research*, Philadelphia. April 2026.
- [2] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, and Shuai Yang. “The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work”, *POMS 35th Annual Conference*, Atlanta. May 2025.
- [3] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, and Shuai Yang. “The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work”, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal. June 2024.
- [4] Shuai Yang, Xinyu Chang, **Gang Wang**, Xiaojun Wu, and Harry J. Wang. “More than a Gimmick? Empirical Evidence of Service Robots’ Impact on Customer Demand”, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Bogota, Colombia. June 2023.

- [5] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, and Shuai Yang. “The Role of Generative AI in the Creative Process: Empirical Evidence from Design Work”, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Bogota, Colombia. June 2023.
- [6] Shuai Yang, Xinyu Chang, **Gang Wang**, Xiaojun Wu, and Harry J. Wang. “More than a Gimmick? Empirical Evidence of the Role of Service Robots in Hotels”, Conference on Information Systems and Technology (*CIST*), Indianapolis, October 2022.
- [7] Zhuoxin Li, and **Gang Wang**. “Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services”, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Madrid, Spain. June 2022.
- [8] Zhuoxin Li, and **Gang Wang**. “Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services”, *Workshop on AI & Analytics for Social Good*, University of Maryland. May 2022.
- [9] Hongfei Li, Jing Peng, **Gang Wang**, and Xue Bai. “Online Diaries for Professional Services”, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Hong Kong, China, June 2019.
- [10] Bin Li, Zhuoxin Li, and **Gang Wang**. “Differential Influence of Friends and the Crowd on User-Generated Content”, *China Summer Workshop on Information Management*, Qingdao, China, June 2018.
- [11] Zhuoxin Li, **Gang Wang**, and Harry J. Wang. “Improving Learning Habits via Digital Interventions: A Field Experiment of Social Norms”, *Workshop on Information Technologies and Systems (WITS)*, Seoul, South Korea, December 2017.
- [12] Zhuoxin Li, **Gang Wang**, and Harry J. Wang. “Improving Learning Habits via Digital Interventions: A Field Experiment of Social Norms”, *Conference on Digital Experimentation (CODE)*, Boston, MA., October 2017.
- [13] Zhuoxin Li, **Gang Wang**, and Harry J. Wang. “Impacts of Social Norms on Learning: A Field Experiment via Canvas”, Summer Faculty Institute, University of Delaware, Newark, Delaware. June 2017.
- [14] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “The Impact of Daily Deal Promotions on Local Retailers’ Online Reputation”, *INFORMS Annual Meeting*, Nashville, November 2016.
- [15] Harry J. Wang, and **Gang Wang**. “A Process Mining Framework for Analyzing Learning Clickstream Data”, *China Summer Workshop on Information Management*, Dalian, China, June 2016.
- [16] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “Impacts of Informational and Normative Social Influence on Consumer Consideration Set Formation and Choice Decision”, *INFORMS Marketing Science Conference*, Shanghai, June 2016.
- [17] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “Relationships among Minimum Requirements, Facebook likes, Groupon Deal Outcomes”, *INFORMS Annual Meeting*, San Francisco, November 2014.
- [18] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “Relationships among Minimum Requirements, Facebook likes, Groupon Deal Outcomes”, *INFORMS Annual Meeting*, Minneapolis, October 2013.
- [19] Xue Bai, James R. Marsden, William T. Ross, Jr., and **Gang Wang**. “Relationships among Minimum Requirements, Facebook likes, Quantity of Coupons Sold, and Total Revenue – The Case of Groupon”, *INFORMS Annual Meeting*, Phoenix, November, 2012.
- [20] **Gang Wang**. “Retailers’ Optimal Promotion Decisions in the Presence of Social Couponing”, *INFORMS Marketing Science Conference*, Boston, June 2012.
- [21] **Gang Wang**. “Optimal Advance Selling Strategies Using Coupons in a Monopoly Market”, *INFORMS Annual Meeting*, Charlotte, NC, November 2011.

- [22] **Gang Wang.** “Optimal Advance Selling Strategies Using Coupons in a Monopoly Market”, *International Conference on Service Systems and Service Management (ICSSSM 2011)*, Tianjin, China, June 2011. (**Best Student Paper Award**)

RESEARCH GRANTS

- [1] PI (2024) “Privacy Regulations and Labor Demand”, \$5,000. Lerner Research Grant, University of Delaware.
- [2] PI (2017) “Impacts of Social Influence on Consumer Consideration Set Formation and Choice”, \$6,500. General University Research Grant (GUR), University of Delaware.
- [3] Co-PI (2016) “Understanding and Improving Teaching and Learning at UD using LMS Clickstream Data: A Process-mining Approach”, \$14,000. University of Delaware Transformation Grant.

AWARDS & HONORS

The Second Prize of the “College Teaching Excellence Award”, UD-SWUFE JEI	December 2025
The Lerner College Outstanding Faculty Scholar Award, University of Delaware	May 2025
FinTech Scholar	2023 – 2025
Excellence in Experimental Courses Award, UD-SWUFE JEI	December 2023
The Joint Educational Institute (JEI) Fellow	2022 - present
Excellence in Research Award, Dept. of Accounting & MIS, University of Delaware.	May 2020
<i>ICIS Doctoral Consortium</i> , Auckland, New Zealand.	December 2014
School of Business Doctoral Student Teaching Award, UConn.	March 2014
OPIM Department Doctoral Student Teaching Award, UConn.	March 2013 and 2014
Doctoral Dissertation Fellowship Award, Graduate School of UConn.	May 2012

TEACHING EXPERIENCE

University of Delaware

• Instructor

Business Information Systems Fall, 2015 – 2020; Spring, 2021

Main Modules: Database Design, Microsoft Excel, Microsoft Access, Tableau, ERP

Online Experimentation and Causal Analytics Spring, 2022; Fall, 2023 – 2026;
Winter, 2026

Main Modules: Experiment Design, Experimental Data Analysis, Matching Methods

Machine Learning for Business Fall, 2023 – 2026

Main Modules: Decision Trees, Regression, Support Vector Machine, Ensemble Learning, Clustering

University of Connecticut

• Instructor

Business Software Development Fall, 2013

Main Modules: Programming Basics, Object-oriented Programming, Visual Basic Studio

Business Information Systems Fall, 2011; Summer & Fall, 2012;
Spring, 2013; Spring & Fall, 2014

Main Modules: Microsoft Excel, Database Design, Microsoft Access

Main Modules: Quality Management, Statistical Process Control,
Supply Chain Management, Forecasting, Inventory Management,
Queueing Theory, Project Management, Operations Strategy

DOCTORAL DISSERTATION SUPERVISORY COMMITTEE

Meiying Liu (Committee Member), the Department of Hospitality and Sport Business Management, University of Delaware.

Fumian Chen (Committee Member), the Institute for Financial Services Analytics (IFSA), University of Delaware.

Rachel Zheng (Committee Member), the Institute for Financial Services Analytics (IFSA), University of Delaware.

PROFESSIONAL SERVICES

Editorial Boards:

- Editorial Review Board, Information System Research (*ISR*) (2026 – present)
- Associate Editor, Decision Sciences Journal (*DSJ*) (2024 – present)
- Associate Editor, Decision Support Systems (*DSS*) (2022 – present)
- Associate Editor, Nankai Business Review International (*NBRI*) (2021 – 2024)
- Guest Senior Editor, Production and Operations Management (*POM*) (2022)
- Guest Associate Editor, Electronic Commerce Research and Application (*ECRA*) (2022)

Referee for Journals:

- ACM Transactions on Management Information Systems (*TMIS*)
- Decision Sciences Journal (*DSJ*)
- Decision Support Systems (*DSS*)
- European Journal of Information Systems (*EJIS*)
- Journal on Computing (*JOC*)
- Information & Management (I&M)
- Information System Research (*ISR*)
- Journal of Management of Information Systems (*JMIS*)
- Journal of the Association for Information Systems (*JAIS*)
- Management Science (*MS*)
- MIS Quarterly (*MISQ*)
- Production and Operations Management (*POM*)

Conference Organizing Committee

- (Co-Chair) IT Teaching Workshop, Newark, DE. May 2025.
- (Co-Chair) FinTech and Financial Institutions Research Conference, Philadelphia, PA. April 2025.
- Cluster Chair of e-Business, INFORMS Annual Meeting, Phoenix, AZ, October 2023.
- (Co-Chair) China Summer Workshop on Information Management (*CSWIM*), Online. June 2021.

Conference Session Chair

- China Summer Workshop on Information Management (*CSWIM*), Qingdao, China. June 2018.
- INFORMS Annual Meeting, a session in the Information Systems Society (ISS) Cluster, Phoenix, AZ, November 2018
- INFORMS Annual Meeting, a session in the eBusiness Cluster, National Harbor, MD, November 2020

Conference Program Committee Member

- International Conference on Information Systems (*ICIS*)
- China Summer Workshop on Information Management (*CSWIM*)
- Conference of Information Systems and Technology (*CIST*)
- Pacific-Asia Conference on Information Systems (*PACIS*)
- Workshop on Information Technologies and Systems (*WITS*)

PROFESSIONAL SOCIETIES

Association of Information Systems (*AIS*)

Institute for Operations Research and the Management Sciences (*INFORMS*)

Production & Operations Management Society (*POMS*)