

# Gang Wang

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Lerner College of Business & Economics, University of Delaware  
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## EDUCATION

### University of Connecticut

**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, Department of Accounting & MIS

SWUFE-UD Joint Educational Institute (JEI) Research Fellow 2022 – present

Associate Professor (with tenure) 2021 – present

Assistant Professor 2015 –2021

## RESEARCH

**Topics:** Online Social Influence, Multi-sided e-Markets, Digital Transformation and Regulation

**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] 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)
- [2] 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.
- [3] 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)
- [4] 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.
- [5] 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.

- [6] 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 AND RESEARCH-IN-PROGRESS

- [7] Hongfei Li, Jing Peng, **Gang Wang**, and Xue Bai. “The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services”, *Revise & Resubmit at Information Systems Research*.
- [8] Zhuoxin Li, and **Gang Wang**. “The Role of On-Demand Delivery Platforms in Restaurants”, *Revise & Resubmit at Management Science*.
- [9] Zhuoxin Li, and **Gang Wang**. “Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services”, *Under Review at Information Systems Research*.
- [10] Edoardo M. Airoidi, and **Gang Wang**. “Effects of Peer Ability on Students’ Learning: A Field Experiment”, *Preparation for Submission*.
- [11] Shuai Yang, Xinyu Chang, **Gang Wang**, and Xiaojun Wu. “More than a Gimmick? Empirical Evidence of the Role of Service Robots in Hotels”. *Preparation for Submission*.
- [12] Zhuoxin Li, and **Gang Wang**. “The Effect of On-Demand Delivery Platforms on Restaurants’ Online Reputation”, *Data Analysis Phase*.

## CONFERENCE PAPERS AND PRESENTATIONS

- [1] 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.
- [2] 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.
- [3] 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.
- [4] 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.
- [5] 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.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] 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.
- [10] 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.

- [11] 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.
- [12] 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.
- [13] **Gang Wang**. “Retailers’ Optimal Promotion Decisions in the Presence of Social Couponing”, *INFORMS Marketing Science Conference*, Boston, June 2012.
- [14] **Gang Wang**. “Optimal Advance Selling Strategies Using Coupons in a Monopoly Market”, *INFORMS Annual Meeting*, Charlotte, NC, November 2011.
- [15] **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 (2017) “Impacts of Social Influence on Consumer Consideration Set Formation and Choice”, \$6,500. General University Research Grant (GUR), University of Delaware.
- [2] 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 Joint Educational Institute (JEI) Fellow                                     | 2022 - 2024         |
| 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  
*Teaching Evaluation:* 4.3/5.

### University of Connecticut

- Instructor**

*Business Software Development* Fall, 2013  
*Main Modules:* Programming Basics, Object-oriented Programming, Visual Basic Studio  
*Teaching Evaluation:* 4.7/5  
*Business Information Systems* Fall, 2011; Summer & Fall, 2012;  
 Spring, 2013; Spring & Fall, 2014

*Main Modules:* Microsoft Excel, Database Design, Microsoft Access

*Teaching Evaluation:* 4.3/5

### **Operations Management**

Spring, 2012

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

*Teaching Evaluation:* 9.1/10

## **DOCTORAL DISSERTATION SUPERVISORY COMMITTEE**

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

## **PROFESSIONAL SERVICES**

### **Editorial Boards:**

- Associate Editor, Decision Support Systems (*DSS*) (2022 – present)

### **Referee for Journals:**

- ACM Transactions on Management Information Systems (*TMIS*)
- Decision Science Journal (*DSJ*)
- Decision Support Systems (*DSS*)
- European Journal of Information Systems (EJIS)
- 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) 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*)
- Workshop on Information Technologies and Systems (*WITS*)

## **PROFESSIONAL SOCIETIES**

Association of Information Systems (*AIS*)

INFORMS

