

# Gang Wang

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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, Department of Accounting & MIS

Affiliated Faculty, Data Science Institute 2023 – present

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, and **Gang Wang**. “Regulating Powerful Platforms: Evidence from Commission Fee Caps in On-Demand Services”, *Conditional Accept at Information Systems Research*.
- [2] Hongfei Li, Jing Peng, **Gang Wang**, and Xue Bai. “The Impact of Process- Versus Outcome-Oriented Reviews on the Sales of Healthcare Services”, *Forthcoming at Information Systems Research*.
- [3] 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)
- [4] 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.
- [5] 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)

- [6] 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.
- [7] 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.
- [8] 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

- [9] Zhuoxin Li, and **Gang Wang**. “The Role of On-Demand Delivery Platforms in Restaurants”, *Under 3<sup>rd</sup> Round Review at Management Science*.
- [10] Shuai Yang, Xinyu Chang, **Gang Wang**, Xiaojun Wu, and Harry J. Wang. “More than a Gimmick? Empirical Evidence of Service Robots’ Impact on Customer Satisfaction”. *Final Preparation for Submission*.
- [11] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, Shuai Yang. “The Role of Generative AI in the Creative Process: Empirical Evidence from Design Work”. *Final 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] 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.
- [2] Jinghui Hou, Lei Wang, **Gang Wang**, Harry J. Wang, 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.
- [3] 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.
- [4] 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.
- [5] 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.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] 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.

- [10] 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.
- [11] 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.
- [12] 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.
- [13] 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.
- [14] 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.
- [15] 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.
- [16] 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.
- [17] **Gang Wang**. “Retailers’ Optimal Promotion Decisions in the Presence of Social Couponing”, *INFORMS Marketing Science Conference*, Boston, June 2012.
- [18] **Gang Wang**. “Optimal Advance Selling Strategies Using Coupons in a Monopoly Market”, *INFORMS Annual Meeting*, Charlotte, NC, November 2011.
- [19] **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

Excellence in Experimental Courses Award, UD-SWUFE JEI	December 2023
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

*Online Experimentation and Causal Analytics* Spring, 2022; Fall, 2023

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

*Machine Learning for Business* Fall, 2023

*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

*Operations Management* Spring, 2012

*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:

- Associate Editor, Decision Support Systems (*DSS*) (2022 – present)
- Associate Editor, Nankai Business Review International (*NBRI*) (2021 – present)
- 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 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.
- Cluster Chair of e-Business, INFORMS Annual Meeting, Phoenix, AZ, October 2023.

#### **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*)

INFORMS