

# Shuting (Ada) Wang

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## ACADEMIC POSITIONS

**Assistant Professor, Information Systems**  
*Baruch College, City University of New York*

**2019 – Present**  
*New York, NY*

**Graduate Assistant, Management Information Systems**  
*FOX School of Business, Temple University*

**2014 – 2019**  
*Philadelphia, PA*

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## EDUCATION

**Ph.D., Management Information Systems**  
*FOX School of Business, Temple University*

**2014 – 2019**  
*Philadelphia, PA*

- Presidential Fellowship for Excellence in Academics

**Master of Management, Operations Management**  
*Shanghai University of Finance and Economics*

**2009 – 2011**  
*Shanghai, China*

- Direct Admission with Full Tuition Scholarship for Excellence in Academics
  - Scholarship for Excellence in Academics
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## RESEARCH INTERESTS

### TOPICS

Fake News on Social Media, Platform Economies, E-Health, E-Learning

### METHODOLOGIES

Econometrics Modeling, Sentiment Analysis, Text Mining, Field Experiment

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## PUBLICATIONS IN PEER-REVIEWED JOURNALS

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. 2022. "Seeing Is Believing? How Including a Video in Fake News Influences Users' Reporting the Fake News to Social Media Platforms". *MIS Quarterly*.

- Eugene M. Lang Junior Faculty Research Fellowship Award (\$7,000)

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. 2022. "Cure or Poison? Identity Verification and the Spread of Fake News on Social Media". *Journal of Management Information Systems*.

- 2017 Conference of Information Systems and Technology (CIST) Best Student Paper Award Nomination
- Media Mentioned by Wired.com

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou, 2020. "Tempting Fate: Social Media Posts, Unfollowing, and Long-Term Sales". *MIS Quarterly*.

- Top 10% of Papers on SSRN by total downloads in 2017~2021
  - Media Mentioned by NPR, Campaign US, Technical.ly, Fox School News, BizPhilly, Philly Voice
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## PAPERS UNDER REVIEW

JaeHwuen Jung, **Shuting Wang**, Sunil Wattal. "Selling on Social Media? Impact of Introducing A Shop Section on Social Media Fan Pages on Customer Behaviors"

- 3<sup>rd</sup> Round at *MIS Quarterly*

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior"

- 2<sup>nd</sup> Round at *Management Science*

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## WORKING PAPERS

**Shuting Wang.** "Home-Bias in Online Health? Existence and Influence of Patients' Preference for Local Physicians"  
• \$25,000 Grants from Northeast Big data Innovation

Linmei Huang, **Shuting Wang**, Qiang Gao. "Take It or Not? The Impact of Investment from Tech Giants on The Success of FinTech Startups"

**Shuting Wang**, Paul A. Pavlou, Jing Gong. "On Monetary Incentives, Online Product Reviews, and Sales"

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## INVITED TALKS

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "Seeing Is Believing? How Including a Video in Fake News Influences Users' Reporting the Fake News to Social Media Platforms". University of Connecticut 2021.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "Seeing Is Believing? How Including a Video in Fake News Influences Users' Reporting the Fake News to Social Media Platforms". Indiana University Bloomington 2021.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," Invited talk at State University of New York, Binghamton University 2019.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," Invited talk at City University of New York, Baruch College 2019.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," Invited talk at Chapman University 2018.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," Invited talk at INFORMS 2017.

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## CONFERENCES PRESENTATIONS

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior," *Conference on Information Systems and Technology (CIST) 2022*.

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior," *Workshop on Information Systems and Economics (WISE) 2021*.

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior," *International Conference on Information Systems (ICIS) 2020*.

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior," *AOM Annual Meeting 2020*.

**Shuting Wang**, Brad Greenwood. "Does Length Impact Engagement? Length Limits of Posts and Microblogging Behavior," *Statistical Conference in E-Commerce Research (SCECR) 2020*.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "'Cure or Poison?' Identity Verification and the Spread of Fake News on Social Media," *Workshop on Information Systems and Economics (WISE) 2019*.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," *Statistical Conference in E-Commerce Research (SCECR) 2018*.

**Shuting Wang**, Sunil Wattal, JaeHwuen Jung. "A Poisoned Chalice: Selling Products on Social Media Fan Pages," *Statistical Conference in E-Commerce Research (SCECR) 2018*.

**Shuting Wang**, Sunil Wattal. "Selling on Social Media: Exploring the Role of Fan Pages and Product Showrooms in Driving Information Search and Sales," *Hawaii International Conference on System Sciences (HICSS) 2018*.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "'Cure or Poison?' Identity Verification and the Spread of Fake News on Social Media," *International Conference on Information Systems (ICIS) 2017*.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers," *Invited talk at INFORMS 2017*.

**Shuting Wang**, Sunil Wattal. "Selling on Social Media: Exploring the Role of Fan Pages and Product Showrooms in Driving Information Search and Sales," *Conference of Information Systems and Technology (CIST) 2017*.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "'Cure or Poison?' Identity Verification and the Spread of Fake News on Social Media," *Conference of Information Systems and Technology (CIST) 2017*.

**Shuting Wang**, Paul A. Pavlou, Jing Gong. "Is Money a Good Motivator: The Role of Monetary Incentives in Online Product Reviews and Sales," *International Conference on Information Systems (ICIS) 2016*.

**Shuting Wang**, Paul A. Pavlou. "Does Paying for Online Product Reviews Pay Out?" *Workshop on Information Systems and Economics (WISE) 2015*.

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## TEACHING EXPERIENCE

<b>Zicklin School of Business, Baruch College, City University of New York</b>	<b>New York, NY</b>
• Instructor, CIS3920 Data Mining for Business Analytics (Undergraduate Level)	2019~Present
• Instructor, CIS9660 Data Mining for Business Analytics (Graduate Level)	2019~Present
• Instructor, CIS9340 Database Management (Graduate Level)	2021~Present
<b>FOX School of Business, Temple University</b>	<b>Philadelphia, PA</b>
• Instructor, MIS2502 Data Analytics (Undergraduate Level)	Fall 2018
• Teaching Assistant, MIS2502 Data Analytics (Undergraduate Level)	Spring 2018
• Teaching Assistant, MIS0855 Data Science (Undergraduate Level)	Fall 2017
<b>Shanghai University of Finance and Economics</b>	<b>Shanghai, China</b>
• Teaching Assistant, Introduction to Marketing (Undergraduate Level)	Fall 2010

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## INDUSTRY EXPERIENCE

<b>XiangDao Education</b> <i>External Consultant</i> A startup company providing e-learning programs on social media platforms	<b>Nanjing, China</b> 2017 – Present
<b>Belle International</b> <i>External Consultant</i> The largest shoe retailer in China	<b>Shenzhen, China</b> 2015 – 2017
<b>JD.com</b> <i>Management Trainee</i> A NASDAQ-listed company and the second largest e-commerce retailer in China	<b>Beijing, China</b> 2011 – 2012

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## AWARDS AND FUNDING

• Baruch College Information Systems and Statistics Department Premier Research Publication Award	2022
• Northeast Big data Innovation Award (\$25,000)	2021
• Eugene M. Lang Junior Faculty Research Fellowship Award (\$7,000)	2021
• Baruch College Information Systems and Statistics Department Premier Research Publication Award	2020
• 17th Young Scholars Interdisciplinary Funding (\$1500)	2018
• Conference of Information Systems and Technology (CIST) Best Student Paper Award Nomination	2017
• International Business Education and Research (CIBERs) Funding (\$1,200)	2016
• 13th Young Scholars Interdisciplinary Funding (\$1000)	2016
• 12th Young Scholars Interdisciplinary Funding (\$1000)	2016
• 10th Young Scholars Interdisciplinary Funding (\$1500)	2015
• Presidential Fellowship for Excellence in Academics (Temple University)	2014~2019
• Full Tuition Scholarship for Excellence in Academics (Shanghai University of Finance and Economics)	2009
• Scholarship for Excellence in Academics (Zhongnan University of Economics and Law)	2006~2008

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## SERVICE AND PROFESSIONAL MEMBERSHIPS

Department Committee on Prizes, Scholarships, and Awards	2022~2025
College Committee on Prizes, Scholarships, and Awards	2020~2022
Department Graduate Curriculum Committees	2021~2022
<b>Associate Editor</b> at International Conference of Information Systems (ICIS)	2019~2022
Membership at Association for Information Systems (AIS)	2015 - Present
Membership at INFORMS	2016 - Present

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## ADDITIONAL INFORMATION

- Skills: SAS (Certified Adv. Programmer), SQL, R, Stata, MATLAB, Python