

Shuting (Ada) Wang

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

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, Digital Marketing, Online Health, Fintech

METHODOLOGIES

Econometrics Modeling, Sentiment Analysis, Text Mining, Field Experiment

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Shuting Wang, Brad Greenwood, Paul A. Pavlou, 2020. "Tempting Fate: Social Media Posts, Unfollowing, and Long-Term Sales". *MIS Quarterly*, 44(4), pp.1521-1571.

- 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

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". *MIS Quarterly* (Forthcoming)

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

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

- 2nd Round at *MIS Quarterly*

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

- Reject and Resubmit at *Management Science*

WORKING PAPERS

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. "Home-Bias as A Double-Edged Sword? Existence and Influence of Patients' Preference for Local Physicians"

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

INVITED TALKS

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, 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 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.

CONFERENCES PRESENTATIONS

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*.

TEACHING EXPERIENCE

Zicklin School of Business, Baruch College, City University of New York	New York, NY
• Instructor, CIS3920 Data Mining for Business Analytics (Undergraduate Level)	Fall 2019
• Instructor, CIS9660 Data Mining for Business Analytics (Graduate Level)	Fall 2019
• Instructor, CIS3920 Data Mining for Business Analytics (Undergraduate Level)	Spring 2020
• Instructor, CIS9660 Data Mining for Business Analytics (Graduate Level)	Spring 2020
• Instructor, CIS9660 Data Mining for Business Analytics (Graduate Level)	Spring 2021
• Instructor, CIS9340 Database Management (Graduate Level)	Spring 2021
FOX School of Business, Temple University	Philadelphia, PA
• 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
Shanghai University of Finance and Economics	Shanghai, China
• Teaching Assistant, Introduction to Marketing (Undergraduate Level)	Fall 2010

WORK EXPERIENCE

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

AWARDS AND FUNDING

• Eugene M. Lang Junior Faculty Research Fellowship Award (\$7000)	2021
• Young Scholars Interdisciplinary Funding (\$5000)	2015~2018
• Conference of Information Systems and Technology (CIST) Best Student Paper Award Nomination	2017
• International Business Education and Research (CIBERs) Funding (\$1200)	2016
• Presidential Fellowship for Excellence in Academics (Temple University)	2014
• 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

SERVICE AND PROFESSIONAL MEMBERSHIPS

Associate Editor at International Conference of Information Systems (ICIS)	2021
Associate Editor at International Conference of Information Systems (ICIS)	2020
Associate Editor at International Conference of Information Systems (ICIS)	2019
Membership at Association for Information Systems (AIS)	2015 - Present
Membership at INFORMS	2016 - Present

ADDITIONAL INFORMATION

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