Yen-Yao Wang

Department of Accounting and Information Systems

Eli Broad College of Business

Michigan State University, East Lansing, MI 48824

(515) 708-4768

wangyen@broad.msu.edu

(current as of 11/2014)

EDUCATION

Michigan State University   East Lansing, MI

Doctoral Candidate: August 2011 to Present

Major: Information Technology Management

Minor: Supply Chain Management

Iowa State University   Ames, IA

Master of Science: May 2011

Major: Information Systems

Chung Yuan Christian University   Chung Li, Taiwan

Bachelor of Business Administration: June 2005

Major: Management Information Systems

RESEARCH

Research Interests

- Social Media
- Economic Value of IT
- Business Analytics
- Strategic Management of IT
- The Impacts of IT on Supply Chain Management

Refereed Journal Articles

1. **Yen-Yao Wang**, Andy Luse, Anthony Townsend, and Brian Mennecke, "Understanding the Moderating Roles of Types of Recommender Systems and Products on Customer Behavioral Intention to Use Recommender Systems," *Information Systems and e-Business Management* (Accepted).

2. Mohana Shanmugam, **Yen-Yao Wang**, Nick Hajli, and Hatem Bugshan, "Understanding Customer Perceptions of Internet Banking: The Case of the UK," *Journal of Enterprise Information Management* (Accepted).

Manuscripts under Review

1. **Yen-Yao Wang** and Chia-Ming Sun, "IT Governance and Organizational Agility: A Study based on Platform Organizing Logic", under first round review**.**

2. **Yen-Yao Wang**, "Let's Buy Groceries online: Understanding user continuance at e-grocery stores from a quality perspective," under first round review**.**

Refereed Book Chapters

Yen-Yao Wang, Mohana Shanmugam, Nick Hajli, and Hatem Bugshan, "Customer Attitudes towards Internet Banking and Social Media on Internet Banking in the UK," *Handbook of Research on Integrating Social Media into Strategic Marketing* (Accepted).

Refereed Conference Publications

1. **Yen-Yao Wang**, "Understanding the role of Interorganizational System (IOS) Characteristics on Supply Chain Integration," **20th *Annual Americas Conference on Information Systems (AMCIS) 2014***, Savannah, GA.

2. **Yen-Yao Wang** and Shih-Hui Hsiao, "IT-enabled Intangibles and IT Capabilities: A Study from the Resource-based view and IS Strategy Perspective," **20th *Annual Americas Conference on Information Systems (AMCIS) 2014***, Savannah, GA.

3. **Yen-Yao Wang**, "The Antecedents of E-Grocery Store Continuance," **19th *Annual Americas Conference on Information Systems (AMCIS) 2013***, Chicago, IL.

4. Chia-Ming Sun and **Yen-Yao Wang**, "IT Governance and Organizational Agility: A Study based on Platform Organizing Logic Perspectives," **19th *Annual Americas Conference on Information Systems (AMCIS) 2013***, Chicago, IL.

5. **Yen-Yao Wang**, Anthony Townsend, Andy Luse, and Brian Mennecke, "The Determinants of Acceptance of Recommender Systems: Applying the UTAUT Model," **18th *Annual Americas Conference on Information Systems (AMCIS) 2012***, Seattle, WA.

Invited Presentations

1. **Yen-Yao Wang**, Anthony Townsend, Andy Luse, and Brian Mennecke, "Understanding the Moderating Roles of Types of Recommender Systems and Products on Online Recommender System Acceptance," *INFORMS Annual Meeting 2013*, Minneapolis, MN.

Working Papers

1. "Archetypes of Word of Mouth Engagement in Brand Communities: A Study of Facebook," with Anjana Susarla, Vallabh Sambamurthy, and Roger Calantone (data collection stage).

2. "How Events Turn the Cognitive Gears of Trust", with McKnight Harrison and Peng Liu (data analysis stage).

3. "Co-Creation of Value in Health Services", with Nick Hajli and Roger Calantone (data collection stage).

Visiting Scholar

National Sun Yat-Sen University   Kaohsiung, Taiwan

   Visiting Scholar   June 2011 - July 2011

National Sun Yat-Sen University   Kaohsiung, Taiwan

   Visiting Scholar   May 2012 - July 2012

TEACHING

Instructor – ITM 309 (Introduction to Business Information) Summer 2014

- Teaching lectures and recitation for a class of 30 business major students (Instructor ranking: 4.67/5)

TA Coordinator – ITM 309 Fall 2013 to present

- Coordinating and assisting in developing recitation materials for 7 TAs, 13 sections (40 students each section).

Teaching Assistant – ITM 309 Fall 2011 to present

- Teaching content in recitation sessions for business process modeling (Arena simulation software), business analytics (IBM Cognos Insight), Excel, and Access database skills for junior level undergraduates for 2 sections (40 students each section) each semester.

HONORS & AWARDS

Government Scholarship for Study Abroad, May 2014, Ministry of Education, Taiwan

Ph.D. Student Excellent in Teaching, 2014, Department of Accounting and Information Systems, Michigan State University

Graduate Assistantship, 2011- Present, Department of Accounting and Information Systems, Michigan State University

Research Fellowship, 2011- Present, Department of Accounting and Information Systems, Michigan State University

SERVICE

Reviewer: Journal

Electronic Commerce Research

Reviewer: Conference

International Conference on Information Systems (ICIS) 2013, 2014

European Conference on Information Systems (ECIS) 2013, 2014

Americas Conference on Information Systems (AMCIS) 2012, 2013, 2014

Review Processor:

International Conference on Information Systems (ICIS) 2012

Volunteer:
INFORMS Annual Meeting 2013

Americas Conference on Information Systems (AMCIS) 2013, 2014

International Conference on Information Systems (ICIS) 2012

WORK EXPERICENCE

Army Engineering School   Kaohsiung, Taiwan

  Military Service in the Information Center   Nov. 2005 - Feb. 2007

 • Participated in building computer-based military vehicle dispatching system

 • Responsible for selecting hardware/software to support over one thousand officers and men in the camp

 • Maintained and updated the military Internet

 Chung Yuan Christian University   Chung Li, Taiwan

 Computer Lab Assistant   May 2003 – Jan. 2004

 • Assisted in creating database to record student information

 • Maintained and updated database

 • Helped users with problems in the University computer labs
        Ensured computer lab security

 Learning Tech CO.   Tao-Yuan,
Taiwan

 Part time Assistant Engineer   Feb. 2002 - July 2002

 • Contributed to build Web Accessibility Service on three governmental Web sites

 • Assisted with correction and typing of documents required for use within the company

 • Processed incoming change requests in order of priority