

Yen-Yao Wang

Department of Accounting and Information Systems
Eli Broad College of Business
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(current as of 3/2015)

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
- Business Analytics
- Economic Value of IT
- IT Management

Refereed Journal Articles

1. **Yen-Yao Wang**, Andy Luse, Anthony M. Townsend, and Brian E. 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* (forthcoming).
2. Mohana Shanmugam, **Yen-Yao Wang**, Hatem Bugshan, and Nick Hajli, “Understanding Customer Perceptions of Internet Banking: The Case of the UK,” *Journal of Enterprise Information Management* (forthcoming).

Manuscripts under Review

1. **Yen-Yao Wang** and Nick Hajli, "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* (forthcoming).

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.

Other Conference and Workshop Papers

1. **Yen-Yao Wang**, Anjana Susarla, Roger Calantone, and Vallabh Sambamurthy, "The Untold Story of Social Media on offline sales: The Impact of Facebook in the U.S. Auto Industry," *INFORMS Marketing Science Conference 2015*, Baltimore, MD.

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. "The Untold Story of Social Media on Firm Performance," with Anjana Susarla, Vallabh Sambamurthy, and Roger Calantone (data analysis stage).
2. "How Events Turn the Cognitive Gears of Trust," with McKnight Harrison and Peng Liu (data analysis stage).
3. "The Adaptation of IT governance," with Chia-Ming Sun and Tawei Wang (data analysis stage).

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

Visiting Scholar

National Sun Yat-Sen University

Visiting Scholar

Kaohsiung, Taiwan

June 2011 - July 2011

National Sun Yat-Sen University

Visiting Scholar

Kaohsiung, Taiwan

May 2012 - July 2012

TEACHING

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

- Taught Introduction to Management Information Systems (lectures and recitation) for a class of 30 business major students (Instructor ranking: 4.68/5).

TA Coordinator – ITM 309 Fall 2013 to present

- Responsible for coordinating and developing recitation materials for 7 TAs, 13 sections (40 students each section).

Teaching Assistant – ITM 309 Fall 2011 to present

- Taught 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

Taiwanese study abroad scholarship for outstanding student, Ministry of Education of Taiwan, 2014

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

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

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

SERVICE

Ad Hoc Reviewer:

Journal

Electronic Commerce Research
Information and Management

Conference

International Conference on Information Systems (ICIS)
European Conference on Information Systems (ECIS)
Americas Conference on Information Systems (AMCIS)

Review Processor:

International Conference on Information Systems (ICIS)

Volunteer:

INFORMS Annual Meeting

Americas Conference on Information Systems (AMCIS)

International Conference on Information Systems (ICIS)

WORK EXPERIENCE

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