

Yen-Yao Wang

Department of Accounting and Information Systems
Eli Broad College of Business
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(current as of 8/2015)

EDUCATION

Michigan State University

East Lansing, MI

Doctoral Candidate: August 2011 to Present

Major: Information Systems

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, Economics of Information Systems, Text Mining, 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*, 2015 (in press).
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*, 2015, 28(5) (in press).

Manuscripts under Review

1. **Yen-Yao Wang**, "Customer 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, 2015, USA: IGC Global.

Refereed Conference Publications

1. **Yen-Yao Wang**, Anjana Susarla, and Vallabh Sambamurthy, “The Untold Story of Social Media on Offline Sales: The Impact of Facebook in the U.S. Automobile Industry,” ***36th International Conference on Information Systems (ICIS) 2015***, Fort Worth, TX.
2. **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.
3. **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.
4. **Yen-Yao Wang**, “The Antecedents of E-Grocery Store Continuance,” ***19th Annual Americas Conference on Information Systems (AMCIS) 2013***, Chicago, IL.
5. 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.
6. **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**, Anjana Susarla, and Vallabh Sambamurthy “The Impact of Facebook on Offline Sales: Evidence From the US Automobile Industry,” ***INFORMS Annual Meeting 2015***, Philadelphia, PA.
2. **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 Co-Evolution of IT Ambidexterity and IS-enabled Organizational Transformation,” with Chia-Ming Sun, and Tawei (David) Wang (under final preparation for submission to *MIS Quarterly*).
2. “The Untold Story of Social Media on offline sales: The Impact of Facebook in the U.S. Automobile Industry,” with Anjana Susarla and Vallabh Sambamurthy (under final preparation for submission to *Management Science*).
3. “Social Media and Price Sensitivity: Evidence from the U.S. Automobile Industry,” Anjana Susarla, and Sivaramakrishnan Siddarth (data analysis stage, target journal: *Journal of Marketing Research*).

4. “Social Media Engagement and Demand Spillovers in the U.S. Automobile Industry,” with Anjana Susarla, Roger Calantone, and Sivaramakrishnan Siddarth (data analysis stage, target journal: *Journal of Marketing Research*).
5. “The Role of Social Media and Competitive Action in Vehicle Recalls,” with Tawei (David) Wang, (data analysis stage, target journal: *Management Science*).
6. “Co-Creation of Value in Health Services,” with Nick Hajli and Roger Calantone (data collection stage).

Workshop Participations

The Second Structural Modeling Applications for Research on Technology (SMART) Workshop, Tepper School of Business, Carnegie Mellon University, August 2015

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

Teaching Interests

Social Media Analytics, Business Data Analytics, Data Modeling and Databases, System Analysis and Design, Information Systems Strategy, Introduction to Management Information Systems

Instructor – ITM 309 (Introduction to Business Information) Summer 2014, 2015

- Taught Introduction to Management Information Systems (lectures and recitation) for a class of 40 business major students.

TA Coordinator – ITM 309 Fall 2013 to Spring 2015

- Coordinated and developed recitation materials for 7 TAs (total 13 sections with over 530 students) and recorded online recitation sections.

Teaching Assistant – ITM 309 Fall 2011 to Spring 2015

- 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

OCIS Doctoral Consortium, Academy of Management (AOM), Vancouver, 2015

Doctoral Fellowship, The Department of Accounting and Information Systems, Michigan State University, 2011 to Present

Ph.D. Student Excellent in Research, The Department of Accounting and Information Systems, Michigan State University, 2014-2015

Taiwanese study abroad scholarship for outstanding student (\$32000), Ministry of Education of Taiwan, 2014

Ph.D. Student Excellent in Teaching, The Department of Accounting and Information Systems, Michigan State University, 2013-2014

COMPUTER SKILLS

Analytics: MATLAB, R, STATA, SPSS, EQS, PLS, LISREL, UCINET

Others: Python, C, Java, PHP, SQL, IBM Cognos Insights

SERVICE

Ad Hoc Reviewer:

Journal

Electronic Commerce Research

Information and Management

Technological Forecasting and Social Change

Conference

International Conference on Information Systems (ICIS)

Hawaii International Conference on System Sciences (HICSS)

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)

The Academy of Management Annual Meeting (AOM)

PROFESSIONAL MEMBERSHIPS

Association of Information Systems (AIS)

Academy of Management (AOM)

INFORMS