

# 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](mailto:wangyen@broad.msu.edu)  
(current as of 9/2015)

## 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, Big Data, Economics of Information Systems, 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.
2. **Yen-Yao Wang** and Chia-Ming Sun, "The Role of IT Governance on Organizational Agility," 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," *36<sup>th</sup> International Conference on Information Systems (ICIS) 2015*, Fort Worth, TX.
2. **Yen-Yao Wang**, Anjana Susarla, and Vallabh Sambamurthy, "Clicks to Bricks: The Impact of Social Media and User-Generated Content on Offline Sales in the Automobile Industry," *Conference on Information Systems and Technology (CIST) 2015*, Philadelphia, PA.
3. **Yen-Yao Wang**, "Understanding the role of Interorganizational System (IOS) Characteristics on Supply Chain Integration," *20<sup>th</sup> Annual Americas Conference on Information Systems (AMCIS) 2014*, Savannah, GA.
4. **Yen-Yao Wang** and Shih-Hui Hsiao, "IT-enabled Intangibles and IT Capabilities: A Study from the Resource-based view and IS Strategy Perspective," *20<sup>th</sup> Annual Americas Conference on Information Systems (AMCIS) 2014*, Savannah, GA.
5. **Yen-Yao Wang**, "The Antecedents of E-Grocery Store Continuance," *19<sup>th</sup> Annual Americas Conference on Information Systems (AMCIS) 2013*, Chicago, IL.
6. Chia-Ming Sun and **Yen-Yao Wang**, "IT Governance and Organizational Agility: A Study based on Platform Organizing Logic Perspectives," *19<sup>th</sup> Annual Americas Conference on Information Systems (AMCIS) 2013*, Chicago, IL.
7. **Yen-Yao Wang**, Anthony Townsend, Andy Luse, and Brian Mennecke, "The Determinants of Acceptance of Recommender Systems: Applying the UTAUT Model," *18<sup>th</sup> 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, Tawei (David) Wang, and Bob Galliers (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 Structural Modeling Applications for Research on Technology (SMART) Workshop (invited), Tepper School of Business, Carnegie Mellon University, August 2015

### **Visiting Scholar**

National Sun Yat-Sen University

*Visiting Scholar*

Kaohsiung, Taiwan

May 2012 - July 2012

National Sun Yat-Sen University

*Visiting Scholar*

Kaohsiung, Taiwan

June 2011 - July 2011

## **TEACHING**

---

### **Teaching Interests**

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

### **Instructor – ITM 309 Introduction to Business Information Systems**

- Taught Introduction to Management Information Systems (lectures and recitations)
- Summer 2014, Summer 2015

### **TA Coordinator – ITM 309 Introduction to Business Information Systems**

- Coordinated and developed recitation materials for 7 TAs (total 13 sections with over 530 students) and recorded online recitation sections
- Fall 2013, Spring 2014, Fall 2014, Spring 2015

### **Teaching Assistant (Recitation Instructor) – ITM 309 Introduction to Business Information Systems**

- 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
- Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015

### **Assistant – MBA 823 Information Technology Strategy (MBA Core Course)**

- Taught Access database for 80 MBA students

- Spring 2014

## 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

## SERVICE

---

### **Editorial Assistant:**

Decision Sciences, September 2015 to Present: I am responsible for communication with SEs, AEs, and reviewers.

### **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)

Pre-ICIS Workshop on AIS

### **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)

## COMPUTER SKILLS

---

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

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