Yen-Yao Wang

Department of Accounting and Information Systems

Eli Broad College of Business

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(current as of 10/2015)

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.

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), p. 622-636.

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," **36th *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** and Chia-Ming Sun, "The Role of IT Governance on Organizational Agility," 7th ***Pre-ICIS Workshop on Accounting Information Systems (SIGASYS) 2015***, Fort Worth, TX.

4. **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.

5. **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.

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

7. 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.

8. **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, Tawei (David) Wang, and Bob Galliers (under final preparation for submission to *Journal of Management Information Systems)*.

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 *Information Systems Research*).

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 and Roger Calantone, (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 (selected), Tepper School of Business, Carnegie Mellon University, August 2015

Visiting Scholar

National Sun Yat-Sen University   Kaohsiung, Taiwan
  Visiting Scholar   May 2012 - July 2012
National Sun Yat-Sen University   Kaohsiung, Taiwan
  Visiting Scholar   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)

Academy of Management (AOM)

INFORMS

COMPUTER SKILLS

Analytics: MATLAB, R, STATA, SPSS, EQS, PLS, LISREL, UCINET
Others: Python, C, Java, PHP, SQL, Gephi, IBM Cognos Insights