

# Yen-Yao Wang

Eli Broad College of Business  
North Business College Complex,  
632 Bogue St. Room N205  
East Lansing, MI 48824

+1 515-708-4768  
wangyen@broad.msu.edu  
<http://broad.msu.edu/facultystaff/wangyen/>

## EDUCATION

---

### Michigan State University

Ph.D. in Information Systems  
Minor: Supply Chain Management

East Lansing, MI  
May 2017 (expected)

**Dissertation Title:** Essays on the Impact of Social Media in the Automobile Industry

**Co-Chair:** Dr. Vallabh Sambamurthy and Dr. Anjana Susarla

**Committee:** Dr. Roger Calantone and Dr. Ranjani Krishnan

*Proposal successfully defended on April 19, 2016; Expected Completion on May 2017*

### Iowa State University

M.S. in Information Systems

Ames, IA  
May 2011

### Chung Yuan Christian University

B.A. in Management Information Systems

Zhongli, Taiwan  
May 2005

## RESEARCH INTERESTS

---

Business Analytics

Economics of Information Systems

Social Media & Digital Marketing

IT Management

## REFEREED JOURNAL PUBLICATIONS

---

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, 13(4), p. 769-799.
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.

## WORKING PAPERS

---

1. Online to Offline: The Impact of Social Media on Offline Sales in the Automobile Industry, with Anjana Susarla, and Vallabh Sambamurthy (Under Review at *Information Systems Research*).
2. The Co-Evolution of IT Ambidexterity and IS-enabled Organizational Transformation, with Chia-Ming Sun, Tawei (David) Wang, and Robert Galliers (Revising for 2<sup>nd</sup> Round Review at the *Journal of Management Information Systems*).

3. Social Media Momentum and Competitive Actions in Vehicle Recalls, with Tawei (David) Wang and Roger Calantone (in preparation to *Management Science*).
4. Online Word of Mouth Spillover Effects in the U.S. Automobile Industry, with Anjana Susarla, Yingda Lu, and Roger Calantone (in preparation to the *Journal of Marketing Research*).
5. Social Media and Price Sensitivity: Evidence from the U.S. Automobile Industry, with Anjana Susarla, and Sivaramakrishnan Siddarth (data analysis stage, target journal: *Journal of Marketing Research*).
6. The Effect of Social Media on Brand Competition and Purchase Decisions, with Tawai (David) Wang (data analysis stage, target journal: *Management Science*).

---

## REFEREED BOOK CHAPTERS

---

1. 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.

---

## CONFERENCES/WORKSHOPS PAPERS

---

1. Yen-Yao Wang, Tawei (David) Wang, and Roger Calantone, "Momentum in Social Media and Offline Car Sales after Automobile Recalls," *37<sup>th</sup> International Conference on Information Systems (ICIS) 2016*, Dublin, Ireland.
2. 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.
3. Yen-Yao Wang, Anjana Susarla, and Vallabh Sambamurthy, "Clicks to Bricks: The Impacts of Social Media on Offline Sales in the Automobile Industry," *Conference on Information Systems and Technology (CIST) 2015*, Philadelphia, PA.
4. 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.
5. Yen-Yao Wang and Chia-Ming Sun, "The Role of IT Governance on Organizational Agility," *7<sup>th</sup> Pre-ICIS Workshop on Accounting Information Systems (SIGASYS) 2015*, Fort Worth, TX.
6. 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.
7. 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.
8. Yen-Yao Wang, "The Antecedents of E-Grocery Store Continuance," *19<sup>th</sup> Annual Americas Conference on Information Systems (AMCIS) 2013*, Chicago, IL.

9. 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.
10. 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

## INVITED TALKS

---

1. Yen-Yao Wang, Anjana Susarla, Yingda Lu, and Roger Calantone, Social Media Engagement, Product Evaluations, and Demand Spillover in the Automobile Industry, *INFORMS Annual Meeting 2016*, Nashville, TN.
2. Yen-Yao Wang, Tawei (David) Wang, and Roger Calantone, Momentum in Social Media and Sale Performance after Automobile Recalls, *INFORMS Annual Meeting 2016*, Nashville, TN.
3. Yen-Yao Wang, Anjana Susarla, and Vallabh Sambamurthy, Clicks to Bricks: The Impacts of Social Media on Offline Sales in the Automobile Industry, *Iowa State University*, January 2016, Ames, IA.
4. 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.
5. Yen-Yao Wang, Anjana Susarla, and Vallabh Sambamurthy, The Untold Story of Social Media: The Impact of Facebook in the U.S. Automobile Industry, *OCIS Doctoral Consortium 2015*, Vancouver, Canada.
6. 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.

## VISITING SCHOLAR

---

1. National Sun Yat-Sen Univeristy, Kaohsiung, Taiwan (May 2012 – July 2012)
2. National Sun Yat-Sen Univeristy, Kaohsiung, Taiwan (June 2011 – July 2011)

## TEACHING INTERESTS

---

|                                   |                                      |
|-----------------------------------|--------------------------------------|
| Business Intelligence & Analytics | Social Media Analytics               |
| Data/Text Mining                  | Data Visualization                   |
| Database Management               | Predictive Modeling                  |
| Systems Analysis & Design         | Business Decision Modeling           |
| Management Information Systems    | Information Technology (IT) Strategy |

## TEACHING EXPERIENCE

---

### Instructor

Introduction to Business Information Systems (Summer 2015)  
ITM 309 (undergraduate core), Michigan State University  
Introduction to Business Information Systems (Summer 2014)  
ITM 309 (undergraduate core), Michigan State University

### Teaching Assistant

Introduction to Business Information Systems (Fall 2011 to Spring 2015)  
ITM 309 (undergraduate core), Michigan State University

- Taught the laboratory sections. Topics included business analytics (IBM Cognos Insight), database, business process modeling (Arena simulation software), and decision modeling.

### TA Coordinator

Introduction to Business Information Systems (Fall 2013 to Spring 2015)  
ITM 309 (undergraduate core), Michigan State University

- Recorded online recitation sections, coordinated, and developed recitation materials for 7 TAs (total 13 sections with over 550 students).

### Course Assistant

Information Technology Strategy (Spring 2014)  
MBA 823 (MBA core course), Michigan State University

- Taught database for 80 MBA students.

## AWARDS, GRANTS, & HONORS

---

1. AMCIS Doctoral Consortium Fellow, Association for Information Systems (AIS), San Diego, 2016
2. OCIS Doctoral Consortium Fellow, Academy of Management (AOM), Vancouver, 2015
3. Selected to attend Structural Modeling Applications for Research in Technology (SMART), Carnegie Mellon University, 2015
4. National Research Excellence Fellowship (USD 32,000), Ministry of Education, Taiwan, 2014-2016
5. Ph.D. Student Excellence in Research, Department of Accounting and Information Systems, Michigan State University, 2015
6. Ph.D. Student Excellence in Teaching, Department of Accounting and Information Systems, Michigan State University, 2014
7. Doctoral Fellowship, Department of Accounting and Information Systems, Michigan State University, 2011 to present

## SERVICES

---

### **Session Chair:**

Social Media Analytics Cluster, INFORMS Annual Meeting 2016

### **Ad-hoc Reviewer for Journals:**

Information and Management

Electronic Commerce Research

Technological Forecasting and Social Change

### **Ad-hoc Reviewer for Conferences:**

International Conference on Information Systems (ICIS)

Hawaii International Conference on System Sciences (HICSS)

Conference on Information Systems and Technology (CIST)

European Conference on Information Systems (ECIS)

Americas Conference on Information Systems (AMCIS)

Pacific Asia Conference on Information Systems (PACIS)

Pre-ICIS Workshop on AIS

### **Reviewer Processor:**

International Conference on Information Systems (ICIS)

### **Volunteer:**

International Conference on Information Systems (ICIS)

Americas Conference on Information Systems (AMCIS)

The Academy of Management Annual Meeting (AOM)

INFORMS Annual Meeting

## PROFESSIONAL SOCIETY MEMBERSHIPS

---

Association for Information Systems

Academy of Management (AOM)

INFORMS

## COMPUTER SKILLS

---

**Programming Languages:** Python, JavaScript, ASP, & PHP.

**Database Management:** NoSQL systems, MySQL, & Microsoft SQL Server.

**Analysis Tools:** R, MATLAB, SAS, SPSS, PLS, & SEM (AMOS & LISREL).

**Business Intelligence/ Analytics Software:** Tableau, Gephi, IMB Cognos Insights & XLMiner.

## DOCTORAL PROGRAM OF STUDY

---

### Information Systems Core Coursework (Major)

|  |                         |
|--|-------------------------|
| Ph.D. Seminar in Information Systems                       | Dr. Vallabh Sambamurthy |
| Ph.D. Seminar in Economics of Information Systems          | Dr. Steve Wildman       |
| Ph.D. Seminar in Behavioral Aspects of Information Systems | Dr. Harrison McKnight   |
| Ph.D. Seminar in Decision Science                          | Dr. Brian Pentland      |
| Ph.D. Seminar in Social Network Analysis                   | Dr. Anjana Susarla      |

### Supply Chain Management Core Coursework (Minor)

|   |                        |
|---|------------------------|
| Ph.D. Seminar in Evolution of Logistics Thought | Dr. Patricia Daugherty |
| Ph.D. Seminar in Theory of Logistics Systems    | Dr. Judith Whipple     |
| Ph.D. Seminar in Logistics and Public Policy    | Dr. Judith Whipple     |

### Methodology Coursework

|  |                        |
|--|------------------------|
| Analysis of Social Science Data                      | Dr. Hui Liu            |
| Organizational Research Methods                      | Dr. John Hollenbeck    |
| Advanced Organizational Research Methods             | Dr. Brent Scott        |
| Statistical Models in Marketing                      | Dr. Roger Calantone    |
| Introductory Econometrics                            | Dr. Songqing Jin       |
| Linear Models with Cross-Sectional Data*             | Dr. Jeffrey Wooldridge |
| Regression Analysis with Time Series Data*           | Dr. Jeffrey Wooldridge |
| Linear Panel Data Models with Microeconomic Data*    | Dr. Jeffrey Wooldridge |
| Linear Panel Data Models with Many Time Periods*     | Dr. Jeffrey Wooldridge |
| Nonlinear Panel Data Models with Microeconomic Data* | Dr. Jeffrey Wooldridge |
| Applied Econometrics*                                | Dr. Jeffrey Wooldridge |

\* These courses were taken in the summer training section.

## REFERENCES

---

Dr. Vallabh Sambamurthy

Eli Broad Professor and Chair of Department Accounting and Information Systems

Department of Accounting and Information Systems

Michigan State University, East Lansing, MI 48824

Phone: 517-432-2916, Email: [sambamurthy@broad.msu.edu](mailto:sambamurthy@broad.msu.edu)

Dr. Anjana Susarla

Associate Professor of Accounting and Information Systems

Department of Accounting and Information Systems

Michigan State University, East Lansing, MI 48824

Phone: 517-432-8350, Email: [asusarla@broad.msu.edu](mailto:asusarla@broad.msu.edu)

Dr. Roger Calantone

University Distinguished Professor and Eli Broad Chaired University Professor of Business

Department of Marketing

Michigan State University, East Lansing, MI 48824

Phone: 517-432-6338, Email: [rogercal@broad.msu.edu](mailto:rogercal@broad.msu.edu)