

Lei Wang

CONTACT INFORMATION

Smeal College of Business
Pennsylvania State University
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EDUCATION

Ph.D., Operations and Information Management, University of Connecticut, 2014
M.S., Economics, Xi'an Jiaotong University, 2008
B.S., Electrical Engineering, Nanjing University of Science and Technology, 2005

ACADEMIC POSITIONS

Assistant Professor of Information Systems, Pennsylvania State University, 2014-Present
(Maternity Leave 2016, Maternity Leave 2018, Covid-19 Extension 2020)

RESEARCH INTERESTS

Topics: Artificial Intelligence (AI), Digital Platform, Gamification, Digital Commerce, User Engagement
Methodology: Machine Learning, Statistical Modeling, Field and Lab Experiments, Applied Econometrics

JOURNAL PUBLICATIONS

1. Shankar, R., Wang, L., Gunasti, K. and Li, H. 2024. Nonverbal Peer Feedback and User Contribution in Online Forums: Experimental Evidence of the Role of Attribution and Emotions. *Journal of the Association for Information Systems*, 25(2), 267-303.
2. Zhao, X., Huang, L., Wang, L.*, Yazdani, E. and Zhang, C. 2023. Understanding of the Dynamics of Mobile Reading: An HMM Model of User Engagement and Content Consumption. *Production and Operations Management*. Forthcoming.
 - Promoted by Penn State Smeal Research: <https://www.psu.edu/news/smeal-college-business/story/penn-state-smeal-research-reveals-factors-affect-mobile-reader/>
 - * Corresponding author
3. Ho, Y., Liu, S. and Wang, L. 2023. Fun Shopping - A Randomized Field Experiment of Gamification. *Information Systems Research*, 34(2), 766-785.
 - Authors are listed alphabetically
4. Wang, L., Gopal, R., Shankar, R. and Pancras, J. 2022. Understanding Venue Popularity on Location-Based Services Using Interpretable Machine Learning. *Production and Operations Management*, 31(7), 2773-2788.
 - Selected to be the lead article for the July 2022 Issue
5. Guo, H., Zhang, D., Liu, S., Wang, L., and Ding, Y. 2021. Cryptocurrency Price Decryption: An Underlying Blockchain Perspective. *Decision Support Systems*, 151, 113650.

6. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. 2020. Impact of Gamification on Perceptions of Word-of-Mouth Contributors and Actions of Word-of-Mouth Consumers. *MIS Quarterly*, 44(4), 1987-2011.
7. Wang, L., Gopal, R., Shankar, R. and Pancras, J. 2015. On the brink: Predicting Business Failure with Mobile Location-Based Checkins. *Decision Support Systems*, 76, 3-13.
8. Ba, S. and Wang, L. 2013. Digital Health Communities: The Effect of Their Motivation Mechanisms. *Decision Support Systems*, 55, 941-947.

- Authors are listed alphabetically

PAPERS UNDER REVIEW

1. Wang, L., Zhang, Y. and Ho, Y. Game of Brainstorm: The Impact of a Badge System on Knowledge Sharing. (Under preparation for the third round review at *Information Systems Research*)
 - SSRN Top Ten Download List
2. Liu, Y., Wang, L., Yang, S. and Wang, Y. AI-Powered Digital Streamers for Online Retail: Empirical Evidence and Design Strategies Through Experiments (Under the second round review at *Information Systems Research*)
3. Hou, J.*, Wang, L.*, Wang, G., Wang, J. and Yang, S. The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work (Under the first round review at *Information Systems Research*)
 - * Co-first authors, listed alphabetically
4. Wang, L., Huang, L. and Gopal, R. From Exposure to Expression: The Influence of NSFW Content on User Interaction Dynamics in Generative AI and its Implications for Moderation (Under the first round review at *Information Systems Research*)

WORK-IN-PROGRESS

1. Free No More: The Impact of Free Trial Termination on User Engagement in Generative AI Platforms (with Lee, B.)
2. From Parrots to Picassos: Community-Driven Learning of Generative AI Prompt Skills (with Huang, L.)
3. Where and When They Come From Matters: Exploring Drivers of Customer Purchases in Live Streaming (with Tian, J., Lin, Q. and Jia, N.)
4. Utilizing Gamification Designs to Enhance Student Engagement in Co-Curricular Activities (with Zhang, Y., Jackson, J. and Phillips, R.)
5. Unveiling the Eco-Friendly Future of Agriculture: The Role of IT in Enlightening Underprivileged group in Rural China (with Yu, S.)
6. From Casual Strollers to Hardcore Sprinters: The Marathon of Game Engagement on Steam (with Zhang, Y.)
7. Freemium and Beyond: Optimal Quantity Analysis for Free Sample in Digital Products (with Huang, L., Zhao, X., and Zhang, C.)

1. Hou, J., Wang, L., Wang, G., Wang, J. and Yang, S. The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work. Wharton's AI and the Future of Work conference, May 2024.
2. Wang, L., Huang, L. and Gopal, R. Understanding the NSFW Conundrum in Generative AI: How It Affects User Responses and Moderation Tactics. Biz AI Conference: AI Applications in Business Research, March 3024.
3. Wang, L., Zhang, Y. and Ho, Y. Game for Brainstorm: The Impact of a Badge System on Knowledge Sharing. Conference on Information Systems and Technology (CIST), October 2023.
4. Wang, L., Zhang, Y. and Ho, Y. Game for Brainstorm: The Impact of a Badge System on Knowledge Sharing. INFORMS Annual Meeting, October 2023.
5. Wang, G., Wang, J. and Wang, L. Impact of Generative AI on the Production of Creative Tasks. The annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), June 2023.
6. Wang, L., Zhang, Y. and Ho, Y. Game for Brainstorm: The Impact of a Badge System on Knowledge Sharing. The 33rd Annual Conference of Production and Operations Management (POMS), May 2023.
7. Liu, Y., Wang, L., Yang, S. and Wang, Y. Gamified Live Streaming: Is Avatar Better than Human Being? The 33rd Annual Conference of Production and Operations Management (POMS), May 2023.
8. Liu, Y., Wang, L., Yang, S. and Wang, Y. Gamified Live Streaming: Is Avatar Better than Human Being? The International Conference on Information Systems (ICIS), December 2022.
9. Zhao, X., Huang, L., Wang, L., Yazdani, E. and Zhang, C. Understanding the Rise of Mobile Phone Reading: The Impact of Network Quality, Recency and Frequency on Content Consumption. The 32nd Annual Conference of Production and Operations Management (POMS), April 2022.
10. Zhao, X., Huang, L., Wang, L., Yazdani, E. and Zhang, C. Content Spending and Network Quality in Mobile Channels: A Hidden Markov Model of User Engagement and Content Consumption. Hawaii International Conference on System Sciences (HICSS), January 2022.
11. Wang, L., Huang, L., Zhao, X. and Zhang, C. Consumer Learning and Engagement in Freemium Pricing. INFORMS Annual Meeting, November 2020.
12. Zhao, X., Wang, L., Yazdani, E. and Zhang, C. Pricing and Network Quality in Mobile Channels: A Hidden Markov Model of Consumer Engagement and Content Consumption. INFORMS Annual Meeting, November 2020.
13. Zhao, X., Wang, L., Yazdani, E. and Zhang, C. Pricing and Network Quality in Mobile Channels: A Hidden Markov Model of Consumer Engagement and Content Consumption. The 16th annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), June 2020.
14. Zhao, X., Wang, L., Yazdani, E. and Zhang, C. Pricing and Network Quality in Mobile Channels: A Hidden Markov Model of Consumer Engagement and Content Consumption. Marketing Science Conference, June 2020.

15. Ho, Y., Liu, S. and Wang, L. Fun Shopping - A randomized field experiment of Gamification. The 15th annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), June 2019.
16. Ho, Y., Liu, S. and Wang, L. Fun Shopping - A randomized field experiment of Gamification. The Workshop on Information Systems and Economics (WISE), December 2018.
17. Wang, L., Zhang, C. and Zhao, X. Content Consumption and Pricing in Mobile Channels. Americas Conference on Information Systems (AMCIS), New Orleans, August 2018.
18. Wang, L., Zhang, C. and Zhao, X. Content Consumption and Pricing in Mobile Channels. China Summer Workshop in Information Management (CSWIM), Qingdao, China, June 2018.
19. Wang, L., Zhang, C. and Zhao, X. Digital Content Consumption in Mobile Channels. The 29th Annual Conference of Production and Operations Management (POMS), Houston, May 2018.
20. Ho, Y., Liu, S. and Wang, L. Fun Shopping - A randomized field experiment of Gamification. The 28th Annual Conference of Production and Operations Management (POMS), Seattle, May 2017.
21. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. The impact of gamification on word-of-mouth effectiveness: Evidence from Foursquare. Hawaii International Conference on System Sciences (HICSS), Island of Hawaii, January 2017.
22. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Cultivating consumer engagement with mobile and gamification. INFORMS Annual Meeting, Nashville, November 2016.
23. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Cultivating consumer engagement with mobile and gamification. Marketing Science Conference, Shanghai, June 2016.
24. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Cultivating consumer engagement with mobile and gamification. The 12th Statistical Challenges in eCommerce Research (SCECR), Naxos, Greece, June 2016.
25. Wang, L. and Kumar, A. What makes an elite member on a forum? Evidence from Yelp. The Workshop on Information Technology and Systems (WITS), Dallas, December 2015.
26. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Are you on the edge of failure? Let the customer checkin tell you. Hawaii International Conference on System Sciences (HICSS), Kauai, January 2015.
27. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Game of drones: Impact of gamification on word-of-mouth effectiveness for retailers. The Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, December 2014.
28. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Are you on the edge of failure? Let the customer checkin tell you. INFORMS Annual Meeting, San Francisco, November 2014.

29. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Predicting restaurant failure through Foursquare customer check-ins. International Symposium of Information Systems (ISIS), Rajasthan, India, January 2014.
30. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Checking in to check it out: An empirical analysis of customers engagement on location-based social media. Workshop on Information Technology and Systems (WITS), Milan, Italy, December 2013.
31. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Checking in to check it out: An empirical analysis of customers engagement on location-based social media. INFORMS Annual Meeting, Minneapolis, October 2013.
32. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Location-based services and their impact on local businesses: Evidence from Foursquare. INFORMS Annual Meeting, Phoenix, November 2012.
33. Wang, L., Gopal, R., Shankar, R. and Pancras, J. Location-based services and their impact on local businesses: Evidence from Foursquare. Statistical Challenges in eCommerce Research (SCECR), Montreal, Canada, June 2012.
34. Wang, L. Competing across different channels: The case of online fitness service. International Conference on Information Systems (ICIS), Shanghai, China, December 2011.
35. Wang, L. Competing across different channels: The case of online fitness service. INFORMS Annual Meeting, Charlotte, November 2011.
36. Ba, S. and Wang, L. Digital health communities: The effect of their motivation mechanisms. The Winter Conference on Business Intelligence, Salt Lake City, March 2011.
37. Ba, S. and Wang, L. Digital health communities: The effect of their motivation mechanisms. INFORMS Annual Meeting, Austin, November 2010.

INVITED TALKS

- Lehigh University, College of Business, 2023.
- University of Massachusetts, Isenberg School of Management, 2023.
- Ohio State University, Fisher College of Business, 2023.
- Indiana University, Kelley School of Business, 2023.
- University of Rochester, Simon Business School, 2022.
- Pennsylvania State University, Smeal College of Business, 2014.
- Iowa State University, College of Business, 2014.
- University of Wisconsin-Milwaukee, Sheldon B. Lubar School of Business, 2014.

AWARDS AND HONORS

- Nunamaker-Chen Dissertation Award, INFORMS Information Systems Society, 2015
- OPIM Outstanding PhD Student Scholar Award, UConn, 2013, 2012
- OPIM Outstanding PhD Student Teaching Award, UConn, 2012
- Doctoral Dissertation Fellowship, UConn, 2012

RESEARCH
GRANTS AND
PROPOSALS

- Wang, L. 2017. Gamification Features of Location-Based Services. Smeal Small Research Grant, Smeal College of Business, Penn State, \$1950.
- Wang, L. 2014. Gamification Features of Location-Based Services. Smeal Small Research Grant, Smeal College of Business, Penn State, \$2000.

JOURNAL EDITOR

- **Decision Support Systems**
Associate Editor, 2023-Present

JOURNAL
REFEREE

- Management Science
- MIS Quarterly
- Information Systems Research
- Journal of Management Information Systems
- Production and Operations Management
- Service Science
- Decision Support Systems

CONFERENCE
COMMITTEE,
SESSION CHAIR
AND DISCUSSANT

- Conference Co-Chair, Workshop on Information Technology and Systems (WITS), 2023
- Associate Editor, International Conference on Information Systems (ICIS), 2019 - 2023
- Associate Editor, Pacific-Asia Conference on Information Systems (PACIS), 2022
- Program Committee Member, Workshop on Information Technology and Systems (WITS), 2016-2023
- Program Committee Member, Conference on Information Systems and Technology (CIST), 2014-2023
- Program Committee Member and Discussant, China Summer Workshop on Information Management (CSWIM), 2015-2021
- Session Chair, INFORMS Annual Conference, 2015, 2016, 2020
- Discussant, Workshop on Information Systems and Economics (WISE), 2021

CONFERENCE
REVIEWER

- Conference on Information Systems and Technology (CIST), 2013-2023
- International Conference on Information Systems (ICIS), 2012-2023
- Workshop on Information Technology and Systems (WITS), 2013-2023
- Hawaii International Conference on System Sciences (HICSS), 2014-2023

TEACHING
EXPERIENCE

- Business Analytics (MIS 301, online and resident).
Pennsylvania State University. 2014 - 2023
- Guest Lecture on Machine Learning and Artificial Intelligence
SCIS Ph.D. Seminar. Pennsylvania State University. Spring 2023
- Business Information Systems (OPIM 3103, online and resident).
University of Connecticut. 2011 - 2014
- Business Information Systems (BADM 3760, online).
University of Connecticut. 2010 - 2011

COLLEGE
SERVICES

- Accepted Students Program, Member, 2015-2023
- External PhD Dissertation Committee Member, 2017-2020

DEPARTMENT
SERVICES

- Information Systems Faculty Search Committee
Member, 2015, 2016, 2018, 2019, 2021
- Information Systems Ph.D. Recruitment Committee
Member, 2015-2020
- Co-coordinator of SCIS department seminar series 2018 - 2019
- New Course Development Committee (Business Intelligence MIS 441)
Member, 2015

MEMBERSHIP IN
PROFESSIONAL
ORGANIZATIONS

- Institute for Operations Research and the Management Sciences (INFORMS)
- Information Systems Society (ISS)
- Association of Information Systems (AIS)
- Production and Operations Management Society (POMS)