

# Lei Wang

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## CONTACT INFORMATION

Kelley School of Business  
Indiana University

Web: <https://leiwangresearch.github.io>  
E-mail: lw84@iu.edu

## 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

**Indiana University, Kelley School of Business**  
*Assistant Professor of Information Systems* 2025-  
  
**University of Utah, David Eccles School of Business**  
*Visiting Assistant Professor of Information Systems* 2024-2025  
  
**Pennsylvania State University, Smeal College of Business**  
*Assistant Professor of Information Systems* 2014-2024  
(*Maternity Leave 16', Maternity Leave 18', COVID Extension 20'*)

## 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. Wang, L., Zhang, Y. and Ho, Y. 2025. Game of Brainstorm: The Impact of a Badge System on Knowledge Sharing. (Accepted at *Information Systems Research*)
2. Liu, Y., Wang, L., Yang, S. and Wang, Y. 2025. AI-Powered Digital Streamers for Online Retail: Empirical Evidence and Design Strategies Through Experiments. (Accepted at *Information Systems Research*)
3. Hou, J.\*, Wang, L.\*, Wang, G., Wang, J. and Yang, S. 2025. The Double-Edged Roles of Generative AI in the Creative Process: Experiments on Design Work (Co-first authors, listed alphabetically) (Conditional Accepted at *Information Systems Research*)
4. 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.
5. 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.
  - News by Penn State Smeal Research, [Link]
  - \*Corresponding author
6. Ho, Y., Liu, S. and Wang, L. 2023. Fun Shopping: A Randomized Field Experiment on Gamification. *Information Systems Research*, 34(2), 766-785.

- Authors are listed alphabetically

7. Wang, L., Gopal, R., Shankar, R. and Pancras, J. 2022. Forecasting 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

8. Guo, H., Zhang, D., Liu, S., Wang, L., and Ding, Y. 2021. Bitcoin price forecasting: A perspective of underlying blockchain transactions. *Decision Support Systems*, 151, 113650.

9. 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.

10. 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.

11. 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

#### WORKING PAPER

1. Wang, L., Lee, B. How Costs Influence Preferences for Control in Generative AI: Human-Guided vs GenAI-Based Delegated Search. (Major revision at *Information Systems Research*)
2. Wang, L., Huang, L. and Gopal, R. Navigating Risks and Creativity: The Impact of NSFW Content on User Behavior and Governance on Generative AI Platforms (To be submitted to *MIS Quarterly*)

- Invited to the MISQ AIIA Special Issue Workshop

#### WORK-IN-PROGRESS

1. Where and When They Come From Matters: Exploring Drivers of Customer Purchases in Live Streaming (with Tian, J., Lin, Q. and Jia, N.)
2. From Parrots to Picassos: Community-Driven Learning of Generative AI Prompt Skills (with Huang, L.)
3. Unveiling the Eco-Friendly Future of Agriculture: The Role of IT in Enlightening Underprivileged group in Rural China (with Yu, S.)
4. Freemium and Beyond: Optimal Quantity Analysis for Free Sample in Digital Products (with Huang, L., Zhao, X., and Zhang, C.)

#### CONFERENCE PAPERS AND PRESENTATIONS

1. Wang, L., Lee, B. How Costs Influence Preferences for Control in Generative AI: Human-Guided vs GenAI-Based Delegated Search. Biz AI Conference, March 2025.
2. Wang, L., Huang, L. and Gopal, R. The Influence of NSFW Content on User Interaction Dynamics in Generative AI and Its Implications for Content Moderation. Conference on Information Systems and Technology (CIST), October 2024.

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. Wharton's AI and the Future of Work conference, May 2024.
4. 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, March 2024.
5. 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.
6. Wang, L., Zhang, Y. and Ho, Y. Game for Brainstorm: The Impact of a Badge System on Knowledge Sharing. INFORMS Annual Meeting, October 2023.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.
13. Wang, L., Huang, L., Zhao, X. and Zhang, C. Consumer Learning and Engagement in Freemium Pricing. INFORMS Annual Meeting, November 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. INFORMS Annual Meeting, November 2020.
15. 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.
16. 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.

17. 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.
18. 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.
19. Wang, L., Zhang, C. and Zhao, X. Content Consumption and Pricing in Mobile Channels. Americas Conference on Information Systems (AMCIS), New Orleans, August 2018.
20. 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.
21. 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.
22. 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.
23. 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.
24. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Cultivating consumer engagement with mobile and gamification. INFORMS Annual Meeting, Nashville, November 2016.
25. Wang, L., Gunasti, K., Shankar, R., Pancras, J. and Gopal, R. Cultivating consumer engagement with mobile and gamification. Marketing Science Conference, Shanghai, June 2016.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.

31. 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.
32. 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.
33. 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.
34. 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.
35. 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.
36. Wang, L. Competing across different channels: The case of online fitness service. International Conference on Information Systems (ICIS), Shanghai, China, December 2011.
37. Wang, L. Competing across different channels: The case of online fitness service. INFORMS Annual Meeting, Charlotte, November 2011.
38. 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.
39. Ba, S. and Wang, L. Digital health communities: The effect of their motivation mechanisms. INFORMS Annual Meeting, Austin, November 2010.

#### AWARDS AND HONORS

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|--|------|
| • Smeal Small Research Grant, Penn State             | 2017 |
| • INFORMS ISS Nunamaker-Chen Dissertation Award      | 2015 |
| • Smeal Small Research Grant, Penn State             | 2014 |
| • OPIM Outstanding PhD Student Scholar Award, UConn  | 2013 |
| • OPIM Outstanding PhD Student Scholar Award, UConn  | 2012 |
| • OPIM Outstanding PhD Student Teaching Award, UConn | 2012 |
| • Doctoral Dissertation Fellowship, UConn            | 2012 |

#### INVITED RESEARCH SEMINARS AND TALKS

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| • University of New Mexico                             | 2025 |
| • University of Connecticut                            | 2025 |
| • London School of Economics                           | 2024 |
| • HEC Paris  | 2024 |
| • Virginia Commonwealth University, School of Business | 2024 |
| • University of Buffalo, School of Management          | 2024 |

	<ul style="list-style-type: none"> <li>• Lehigh University, College of Business 2023</li> <li>• University of Massachusetts, Amherst, Isenberg School of Management 2023</li> <li>• Ohio State University, Fisher College of Business 2023</li> <li>• Indiana University, Kelley School of Business 2023</li> <li>• University of Rochester, Simon Business School 2022</li> <li>• Pennsylvania State University, Smeal College of Business 2014</li> <li>• Iowa State University, College of Business 2014</li> <li>• University of Wisconsin, Milwaukee, Lubar College of Business 2014</li> </ul>	
TEACHING EXPERIENCE	<p><b>David Eccles School of Business, University of Utah</b> <b>2024 - 2025</b></p> <ul style="list-style-type: none"> <li>• <b>IS 3060, Introduction to Information Systems</b> Spring 2025 (3 sections: in-person)</li> </ul> <p><b>Smeal College of Business, Pennsylvania State University</b> <b>2014 - 2024</b></p> <ul style="list-style-type: none"> <li>• <b>MIS 301, Business Analytics</b> Fall 2023 (3 sections: 2 hybrid and 1 online) Fall 2022 (3 sections: 2 hybrid and 1 online) Fall 2021 (3 sections: online) Fall 2020 (3 sections: online) Summer 2019 (1 section: in-person) Fall 2018 (2 sections: in-person) Fall 2017 (2 sections: in-person) Fall 2016 (3 sections: in-person) Fall 2015 (3 sections: in-person) Spring 2015 (2 sections: in-person) Fall 2014 (1 section: in-person)</li> <li>• <b>SCIS 597, Ph.D. Seminar</b> Spring 2023 (Guest Lecture on Machine Learning and Artificial Intelligence)</li> </ul> <p><b>School of Business, University of Connecticut</b> <b>2010 - 2014</b></p> <ul style="list-style-type: none"> <li>• <b>OPIM 3103, Business Information Systems</b> Spring 2014 (1 section: in-person) Fall 2013 (1 section: in-person) Spring 2013 (1 section: in-person) Fall 2012 (1 section: in-person) Spring 2012 (1 section: in-person) Fall 2011 (1 section: in-person)</li> <li>• <b>BADM 3760, Business Information Systems</b> Spring 2011 (1 section: online) Fall 2010 (1 section: online)</li> </ul>	
JOURNAL EDITOR	<ul style="list-style-type: none"> <li>• Decision Support Systems, Associate Editor</li> </ul>	2023-Present

CONFERENCE  
ORGANIZER,  
COMMITTEE, AND  
SERVICES

- **International Conference on Information Systems (ICIS)**
  - Associate Editor, 2025
  - Associate Editor, 2024
  - Associate Editor, 2023
  - Associate Editor, 2022
  - Associate Editor, 2021
  - Associate Editor, 2020
  - Associate Editor, 2019
- **Conference on Information Systems and Technology (CIST)**
  - Program Committee Member, 2025
  - Program Committee Member, 2024
  - Program Committee Member, 2023
  - Program Committee Member, 2022
  - Program Committee Member, 2021
  - Program Committee Member, 2020
  - Program Committee Member, 2017
  - Program Committee Member, 2016
  - Program Committee Member, 2015
  - Program Committee Member, 2014
- **Workshop on Information Technology and Systems (WITS)**
  - Program Committee Member, 2024
  - Conference Co-Chair, 2023
  - Program Committee Member, 2023
  - Program Committee Member, 2022
  - Program Committee Member, 2021
  - Program Committee Member, 2020
  - Program Committee Member, 2019
  - Program Committee Member, 2018
  - Program Committee Member, 2017
  - Program Committee Member, 2016
- **China Summer Workshop on Information Management (CSWIM)**
  - Program Committee Member, 2025
  - Program Committee Member, 2024
  - Program Committee Member, 2021
  - Program Committee Member, 2020
  - Program Committee Member, 2019
  - Program Committee Member, 2018
  - Program Committee Member, 2017
  - Program Committee Member, 2016
  - Program Committee Member, 2015
  - Discussant, 2015
- **INFORMS Annual Meeting**
  - Session Chair, 2025
  - Session Chair, 2024
  - Session Chair, 2020
  - Session Chair, 2016

Session Chair, 2015

- **Pacific-Asia Conference on Information Systems (PACIS)**  
Associate Editor, 2022
- **Workshop on Information Systems and Economics (WISE)**  
Discussant, 2021

JOURNAL PAPER  
REVIEWER

- Management Science
- MIS Quarterly
- Information Systems Research
- Journal of Management Information Systems
- Production and Operations Management
- Decision Support Systems
- Information & Management
- Service Science
- Information Systems Frontiers
- Electronic Commerce Research and Applications

CONFERENCE  
PAPER REVIEWER

- **Conference on Information Systems and Technology (CIST)**  
2013, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25
- **International Conference on Information Systems (ICIS)**  
2012, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25
- **Workshop on Information Technology and Systems (WITS)**  
2013, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24
- **Hawaii International Conference on System Sciences (HICSS)**  
2014, 15, 16, 22, 23

UNIVERSITY  
SERVICES

- Accepted Students Program, Member 2023
- Accepted Students Program, Member 2022
- Information Systems Faculty Search Committee 2021
- Accepted Students Program, Member 2020
- External PhD Dissertation Committee Member 2020
- Accepted Students Program, Member 2019
- External PhD Dissertation Committee Member 2019
- Information Systems Faculty Search Committee 2019
- Accepted Students Program, Member 2018
- External PhD Dissertation Committee Member 2018
- Information Systems Faculty Search Committee 2018
- Information Systems PhD Recruitment Committee 2018
- Coordinator of SCIS department seminar series 2018



- Accepted Students Program, Member 2017
- External PhD Dissertation Committee Member 2017
- Information Systems PhD Recruitment Committee 2017
- Accepted Students Program, Member 2016
- Information Systems Faculty Search Committee 2016
- Information Systems PhD Recruitment Committee 2016
- Accepted Students Program, Member 2015
- Information Systems PhD Recruitment Committee 2015
- Information Systems Faculty Search Committee 2015
- New Course Development Committee (Business Intelligence MIS 441) 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)