

# Lei Wang

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## CONTACT INFORMATION

David Eccles School of Business  
University of Utah

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E-mail: lei.michelle.wang@gmail.com

## 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

**University of Utah, David Eccles School of Business**  
*Visiting Assistant Professor* 2024-  
  
**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

- 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.
- 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
- 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
- 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
- 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.
- 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

#### WORKING PAPER

1. 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 third round review at *Information Systems Research*)
2. 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 (Co-first authors, listed alphabetically) (Under the second round review at *Information Systems Research*)
3. Wang, L., Zhang, Y. and Ho, Y. Game of Brainstorm: The Impact of a Badge System on Knowledge Sharing. (Under the third round review at *Information Systems Research*)

- SSRN Top Ten Download List

4. Wang, L., Lee, B. How Costs Influence Preferences for Control in Generative AI: Human-Guided vs GenAI-Based Delegated Search. (Under the first round review at *Information Systems Research*)
5. 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*)

#### 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. From Casual Strollers to Hardcore Sprinters: The Marathon of Game Engagement on Steam (with Zhang, Y.)
5. 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., 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.
2. 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.

3. 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 2024.
4. 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.
5. Wang, L., Zhang, Y. and Ho, Y. Game for Brainstorm: The Impact of a Badge System on Knowledge Sharing. INFORMS Annual Meeting, October 2023.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. Wang, L., Huang, L., Zhao, X. and Zhang, C. Consumer Learning and Engagement in Freemium Pricing. 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. 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. The 16th annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), June 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. Marketing Science Conference, June 2020.
16. 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.

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

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. Workshop on Information Technology and Systems (WITS), Milan, Italy, December 2013.
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. INFORMS Annual Meeting, Minneapolis, October 2013.
33. 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.
34. 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.
35. Wang, L. Competing across different channels: The case of online fitness service. International Conference on Information Systems (ICIS), Shanghai, China, December 2011.
36. Wang, L. Competing across different channels: The case of online fitness service. INFORMS Annual Meeting, Charlotte, November 2011.
37. 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.
38. Ba, S. and Wang, L. Digital health communities: The effect of their motivation mechanisms. INFORMS Annual Meeting, Austin, November 2010.

AWARDS AND  
HONORS

- |  |      |
|--|------|
| • 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

- |   |      |
|---|------|
| • London School of Economics  | 2024 |
| • HEC Paris   | 2024 |
| • Virginia Commonwealth University, School of Business                | 2024 |
| • University of Buffalo, School of Management                         | 2024 |
| • Lehigh University, College of Business                              | 2023 |
| • University of Massachusetts, Amherst, 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, Lubar College of Business 2014

TEACHING  
EXPERIENCE

**Smeal College of Business, Pennsylvania State University 2014 - 2024**

- **MIS 301, Business Analytics**  
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)
- **SCIS 597, Ph.D. Seminar**  
Spring 2023 (Guest Lecture on Machine Learning and Artificial Intelligence)

**School of Business, University of Connecticut 2010 - 2014**

- **OPIM 3103, Business Information Systems**  
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)
- **BADM 3760, Business Information Systems**  
Spring 2011 (1 section: online)  
Fall 2010 (1 section: online)

JOURNAL EDITOR

- Decision Support Systems, Associate Editor 2023-Present

CONFERENCE  
ORGANIZER,  
COMMITTEE, AND  
SERVICES

- **International Conference on Information Systems (ICIS)**  
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, 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, 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, 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
- **International Conference on Information Systems (ICIS)**  
2012, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24
- **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)