

## Bin FANG

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### Education

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Ph.D.	Department of Management Science and Engineering (Information Systems Major), Harbin Institute of Technology, 2011 - 2016
Visiting Student	School of Hotel and Tourism Management, the Hong Kong Polytechnic University, 2014.09 - 2015.09
Visiting Student	Department of Management Information Systems, the University of Arizona, 2013.08 - 2014.08
M.S.	Department of Management Science and Engineering (Information Systems Major), Harbin Institute of Technology, 2009 - 2011
B.S.	Department of Information Management and Information Systems, Harbin Institute of Technology, 2005 - 2009

### Academic Appointment

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2016 -	Assistant professor, Department of Management Science, School of Management, Xiamen University
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### Research Interests

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- Social Network: social influence
- E-Commerce: social media, online marketplaces, sharing economy
- Big Data Analytics

### Journal Publication

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- [1] Cai, S., Luo, Q., Fu, X., and **Fang, B.** (2020) "What Drives the Sales of Paid Knowledge Products? - A Two-Phase Approach", *Information & Management*, Article number: 103264.
- [2] Fu, X., Liu, S., **Fang, B.\***, Luo, X., and Cai, S. (2020) "How do Expectations Shape Consumer Satisfaction? An Empirical Study on Knowledge Products", *Journal of Electronic Commerce Research*, 21(1), pp: 1-20. (\*corresponding author)
- [3] **Fang, B.**, Zheng, (Eric) Z., Ye, Q., and Goes, P. B. (2019) "Social Influence and Monetization of Freemium Social Games", *Journal of Management Information Systems*, 36(3), pp: 730-754.
- [4] Zhao, D., **Fang, B.**, Li, H., and Ye, Q. (2018) "Google Search Effect on Experience Product Sales and Users' Motivation to Search: Empirical Evidence from the Hotel Industry", *Journal of Electronic Commerce Research*, 19(4), pp: 357-369.
- [5] Wang, L., **Fang, B.\***, and Law, R. (2018) "Effect of Air Quality in the Place of Origin on Outbound Tourism Demand: Disposable Income as a Moderator", *Tourism*

*Management*, 68 (October), pp: 152-161. (\*corresponding author)

- [6] Wang, L., Fong, D. K. C., Law, R., and **Fang, B.** (2018) "Length of Stay: Its Determinants and Outcomes", *Journal of Travel Research*, 57 (4), pp: 472-482.
- [7] **Fang, B.**, Ye, Q., and Law, R. (2016) "Effect of Sharing Economy on Tourism Industry Employment", *Annals of Tourism Research*, 57 (March), pp: 264 - 267. (Research Note, the most downloaded article from *ATR* in the last 90 days as of Oct. 22, 2017)
- [8] **Fang, B.**, Ye, Q., Kucukusta, D., and Law, R. (2016) "Analysis of the Perceived Value of Online Tourism Reviews: Influence of Readability and Reviewer Characteristics", *Tourism Management*, 52 (February), pp: 498-506. (IFITT *Journal Paper of the Year Award*, 3rd place; Highly cited paper as of January/February 2019)
- [9] Ye, Q., Cheng, (June) Z., and **Fang, B.** (2013) "Learning from Other Buyers: the Effect of Purchase History Records in Online Marketplaces", *Decision Support Systems*, 56, pp: 502-512.
- [10] Ye, Q., **Fang, B.**, He, (Joy) W., and Hsieh, JJ Po-An. (2012) "Can Social Capital be Transferred cross the Boundary of the Real and Virtual Worlds? An Empirical Investigation of Twitter", *Journal of Electronic Commerce Research*, 13 (2), pp: 145 – 156.

### **Referred Conference Papers**

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- [1] Chen, Z., **Fang, B.**, and Ye, Q. (2019) "The Effect of Future Launch on Spot Market: Evidence from Bitcoin", *INFORMS*, Seattle.
- [2] **Fang, B.**, Fu, X., Li, Z., and Cai, S. (2019) "Effects of Free Return Policies on Digital Media Product Sales: Evidence from a Knowledge-Sharing Platform", *AMCIS*, Cancun, Mexico.
- [3] **Fang, B.**, and Liu, X. (2018) "Do Money-based Incentives Improve User Effort and UGC Quality? Evidence from a Travel Blog Platform", *PACIS*, Yokohama, Japan, pp: 3314-3326.
- [4] Wang, M., **Fang, B.**, Li, H., and Ye, Q. (2018) "Goal Pursuit of Sellers in Hierarchical Online Reputation Systems", *PACIS*, Yokohama, Japan, pp: 1677-1688.
- [5] **Fang, B.**, and Ye, Q. (2015) "The Effect of Hardcore Gamers on Virtual Market Activities", *International Conference on Management Science & Engineering*, Dubai.
- [6] **Fang, B.**, and Ye, Q. (2014) "Competition between Real-life Friends and Virtual-life Friends", *Advances in Social Networks Analysis and Mining*, Beijing, pp: 771-777.
- [7] **Fang, B.**, and Ye, Q. (2011) "The Source of Social Capital in Virtual World: Empirical Investigation on Microblogging", *Overseas Chinese Scholars Association in Management Science and Engineering*, Tianjin.
- [8] Ye, Q., Cheng, (June) Z., **Fang, B.**, and Zhu, K. (2010) "Learning from Other Buyers: the Effect of Purchase History Records in Online Marketplaces", *China Summer Workshop on Information Management*, Wuhan.

### **Academic Service**

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Session Chair: *PACIS (2018)*, *CNAIS (2019)*

Ad hoc Journal Reviewer: *Journal of Management Information Systems*, *Decision Support Systems*, *Information & Management*, *Electronic Commerce Research and Applications*,

*Journal of Electronic Commerce Research, Tourism Management, Journal of Sustainable Tourism*

Conference Reviewer: ICIS (2019, 2018), PACIS (2020-2018, 2015, 2014), ICEB 2019, CNAIS 2019, ECIS 2015, CSWIM 2014, ENTER 2013, SIGPAM Workshop on BPS 2012

## **Teaching Experience**

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➤ Undergraduate		rating (# enrolled)
Management Information Systems	2017 - 2020 Spring	4.83/5(60), 4.70(99), 4.73(65)
Internet Marketing	2017 - 2020 Spring	4.96/5(23), 4.81(20), 4.70(16)
➤ Postgraduate		
Bigdata Analytics Foundation (MEM)	2019 Fall	9.68/10(32)

## **Grants**

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- [1] NSFC for Young Scientists, "Research on Factors Influencing Consumers' Payment Behavior in Freemium Mobile Internet Product", 71701177, 2018.01-2020.12, RMB 190,000, PI.
- [2] Major Research Plan of NSFC, "Bigdata Driven Approach in Pricing and Revenue Management in Knowledge Sharing Product Platforms", 91746103, 2018.01-2020.12, RMB 430,000, participant.

## **Honors and Awards**

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**Teaching Skill Competition for Junior Faculty (Second Prize)**, 2019, Xiamen University  
**Huang Tiyun Award**, 2013, Harbin Institute of Technology  
**Outstanding Graduates**, 2011, Harbin Institute of Technology  
**Best Master's Thesis Award**, 2011, Harbin Institute of Technology