

Bin FANG

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Education

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

2020 -	Associate professor, Department of Management Science, School of Management, Xiamen University
2016 – 2020	Assistant professor, Department of Management Science, School of Management, Xiamen University

Research Interests

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

Journal Publication

- [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*, 57(5), 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

- [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", *CSWIM*, Wuhan.

Academic Service

Journal Reviewer: *Information Systems Research*, *MIS Quarterly*, *Journal of Management*

Information Systems, Information & Management, Decision Support Systems, International Journal of Electronic Commerce, Electronic Commerce Research and Applications, Electronic Commerce Research, Journal of Electronic Commerce Research, Asia Pacific Journal of Information Systems, Tourism Management, Annals of Tourism Research, Journal of Sustainable Tourism

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

Conference Reviewer: ICIS (2020-2018), PACIS (2020-2018, 2015, 2014), ICEB 2019, CNAIS 2019, ECIS 2015, CSWIM 2014

Teaching Experience

➤ Undergraduate		Rating (# of enrolled)
Management Information Systems (@XMU)	2020 Spring	NA/5 (96)
Internet Marketing (@XMU)	2020 Spring	NA/5 (38)
Management Information Systems (@XMU)	2019 Spring	4.73/5 (65)
Internet Marketing (@XMU)	2019 Spring	4.70/5 (16)
Management Information Systems (@XMU)	2018 Spring	4.70/5 (99)
Internet Marketing (@XMU)	2018 Spring	4.81/5 (20)
Management Information Systems (@XMU)	2017 Spring	4.83/5 (60)
Internet Marketing (@XMU)	2017 Spring	4.96/5 (23)
➤ Postgraduate		
Bigdata Analytics Foundation (MEM@XMU)	2020 Fall	9.90/10 (54)
Bigdata Analytics Foundation (MEM@XMU)	2019 Fall	9.68/10 (32)

Grants

- [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.

Honors and Awards

CCB (China Construction Bank) Research Award, Xiamen University, 2020

Teaching Skill Competition for Junior Faculty (Second Prize), Xiamen University, 2019

Huang Tiyun Award, Harbin Institute of Technology, 2013

Outstanding Graduates, Harbin Institute of Technology, 2011

Best Master's Thesis Award, Harbin Institute of Technology, 2011

Skills

Computer Language: Java, Perl, Python, C

Statistics Analysis Packages: STATA, R, SPSS

Database Packages: MySQL, Access, SQL Server