

Bin FANG

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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

Education

Ph.D. 2016 Department of Management Science and Engineering (Information Systems Major), Harbin Institute of Technology

Visiting Student 2014.09 - 2015.09 School of Hotel and Tourism Management, the Hong Kong Polytechnic University

Visiting Student 2013.08 - 2014.08 Department of Management Information Systems, the University of Arizona

M.S. 2011 Department of Management Science and Engineering (Information Systems Major), Harbin Institute of Technology

B.S. 2009 Department of Information Management and Information Systems, Harbin Institute of Technology

Research Interests

- Topics: social media, platform economics, blockchain, artificial intelligence
- Methods: econometrics, machine learning, social network analysis

Journal Publication (*corresponding author, # student)

- [1] **Fang, B.**, Liu, X., Ma, C., and Zhuo, Y.#. (2023) "Blockchain Technology Adoption and Accounting Information Quality", *Accounting & Finance*, 63(4), pp: 4125-4156. (in alphabetical order)
- [2] Wang, L. #, Du, K., **Fang, B.***, and Law, R. (2023) "Escape from Air Pollution: How does Air Quality in the Place of Residence Shape Tourism Consumption?", *Tourism Economics*, 29(4), pp: 1074-1099.
- [3] Zheng, W., Gao, S.#, and **Fang, B.***. (2022) "How does public transportation influence hotel demand? Evidence from a natural experiment", *International Journal of Hospitality Management*, 107(October), Article number: 103338.

- [4] **Fang, B.**, Fu, X., Liu, S. #, and Cai, S. (2021) "Post-purchase Warranty and Knowledge Monetization: Evidence from a Paid-knowledge Platform", *Information & Management*, 58(3), Article number: 103446.
- [5] 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.
- [6] 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.
- [7] **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. (Fujian Outstanding Achievement Award in Social Science 2021, third prize)
- [8] 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.
- [9] 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.
- [10] 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.
- [11] **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)
- [12] **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)
- [13] 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.
- [14] 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] Liang, S., Cheng, Y., and **Fang, B.** (2024) "“身在曹营心在汉”：社会危机对评论质量的影响研究", CNAIS, Tianjin, China, October 18-20.
- [2] **Fang, B.**, Yao, Y., Shangguan, W., and Li, Z. (2023) "Why Do I Share My Predictions of Stock Returns in Online Communities? An Empirical Study on StockTwits", AMCIS, Panama City, Panama, August 10-12.
- [3] Hui, K. N., Li, J. T., and **Fang, B.** (2022) "Understanding Heterogeneity in Imitation: The Asymmetric Boundary Conditions for Imitating Larger Versus Smaller Peers in Foreign Entry Location Choices", *Academy of International Business*, Miami, Florida,

July 6-9.

- [4] **Fang, B.**, Liu, X., and Zhuo, Y. (2021) "Blockchain Technology Adoption and Audit Quality: Evidence from Chinese Listing Firms", *INFORMS*, Anaheim, California, October 24-27.
- [5] Chen, Z., **Fang, B.**, and Ye, Q. (2019) "The Effect of Future Launch on Spot Market: Evidence from Bitcoin", *INFORMS*, Seattle, Washington, October 20-23.
- [6] **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, August 15-17.
- [7] **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.
- [8] 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.
- [9] **Fang, B.**, and Ye, Q. (2015) "The Effect of Hardcore Gamers on Virtual Market Activities", *International Conference on Management Science & Engineering*, Dubai.
- [10] **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.
- [11] **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.
- [12] 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

Associate Editor, *Journal of Electronic Commerce Research*, 2025.06 -

Editorial Board, *Industrial Management & Data Systems*, 2025.03 - 2026.12

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*

Co-Chair: CSWIM 2024

Conference Associate Editor: PACIS 2025

Session Chair: CSAMSE (2023), PACIS (2018), CNAIS (2019)

Conference Reviewer: ICIS (2025, 2023-2018), HICSS (2021), PACIS (2024, 2022-2018, 2015, 2014), ICEB 2019, CNAIS 2019, ECIS 2015, CSWIM 2014

Teaching Experience

➤ Undergraduate

Business Bigdata Analytics (XMU):

2025 Spring (N.A. / 48), 2024 Spring (96.27 / 63)

Internet Marketing (XMU):

2025 Spring (N.A. / 12), 2024 Spring (96.62 / 22), 2023 Spring (99.14 / 28), 2022 Spring (96.77 / 10), 2021 Spring (95.9 / 43), 2020 Spring (4.8167 / 38), 2019 Spring (4.70 / 16), 2018 Spring (4.81 / 20), 2017 Spring (4.96 / 23)

Management Information Systems (XMU):

2023 Spring (98.47 / 57), 2022 Spring (96.645 / 40), 2021 Spring (96.48 / 47), 2020 Spring (4.946 / 96), 2019 Spring (4.73 / 65), 2018 Spring (4.70 / 99), 2017 Spring (4.83 / 60)

➤ Postgraduate

Academic Writing (XMU):

2025 Spring (N.A. / 25), 2024 Spring (90.27 / 20), 2023 Spring (91.76 / 25), 2022 Spring (N.A. / 25)

Frontiers of Information Systems (Ph.D., XMU):

2025 Spring (N.A. / 3), 2024 Spring (90.63 / 4), 2023 Spring (89.11 / 8)

Bigdata Analytics Foundation (MEM full-time program, XMU):

2025 Spring (N.A. / 58), 2023 Fall (N.A. / 78), 2022 Fall (87.38 / 63), 2021 Fall (94.6 / 59), 2020 Fall (9.90 / 54), 2019 Fall (9.68 / 32)

Bigdata Analytics Foundation (MEM part-time program, XMU):

2024 Summer (89.5 / 33)

Grants

- [1] NSFC general projects, "Research on Trading Behavior on the Blockchain based Decentralized Applications", 72171200, 2020.01-2025.12, RMB 470,000, PI.
- [2] 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

Zhishan Research Award, Xiamen University, 2023

Outstanding Achievement Award in Social Science (Third Prize), Fujian, C.N., 2021

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 2005