

# Shuting (Ada) Wang

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## SUMMARY

Shuting (Ada) Wang is a PhD candidate in Management Information Systems at Temple University. Her research focuses on the potential risks of leveraging social media to drive business or foster a healthier online community. Ada has a bachelor degree in logistics management and a master degree in Operations Management. Before undertaking doctoral studies in 2014, Ada worked as a management trainee in JD.com, the second largest e-commerce company in China, and she also has experience in different industries including internship in General Electric, Cummins, and SAP. Recently, she conducts external consulting for companies, including Belle International (the largest shoe retailer in China) and Xiang Dao (a startup company providing e-learning programs on social media platforms). Her work has been mentioned by NPR, Campaign US, Technical.ly, Fox School News, BizPhilly, and Philly Voice.

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## EDUCATION

### Ph.D. in Management Information Systems

FOX School of Business, Temple University

2014 – Present

Philadelphia, PA

- Presidential Fellowship for Excellence in Academics
- Dissertation Title: Essays on the Impact of Social Media on Business and Society
- *Dissertation Committee: Paul A. Pavlou (Chair), Brad Greenwood, Min-Seok Pang*

### Master of Management in Operations Management

Shanghai University of Finance and Economics

2009 – 2011

Shanghai, China

- Direct Admission with Full Tuition Scholarship for Excellence in Academics

### Bachelor of Management in Logistics Management

Zhongnan University of Economics and Law

2005 – 2009

Wuhan, China

- Scholarship for Excellence in Academics
  - Minor in Accounting
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## RESEARCH INTERESTS

### TOPICS

Economics of Information Systems, Social Media, Digital Marketing, E-commerce, Fake News, E-learning

### METHODOLOGIES

Econometrics, Field Experiment, Text Mining, Sentiment Analysis

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## Dissertation

Title: Essays on the Impact of Social Media on Business and Society

- *Dissertation Committee: Paul A. Pavlou (Chair), Brad Greenwood, Min-Seok Pang*
- **Doctoral Consortium at International Conference on Information Systems (ICIS) 2018**
  - ❖ *Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers*
  - ❖ *Cure or Poison? Identity Verification and the Spread of Fake News on Social Media*
  - ❖ *Paradox of Length Limits of Microblog Posts*

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## PAPERS in ADVANCED STATUS

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "*Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers*"

- **Invited for 2nd round major revision at Management Information Systems Quarterly (MISQ)**
- Top 10% of Papers on SSRN by total downloads in 2017
- Media Mentioned by NPR, Campaign US, Technical.ly, Fox School News, BizPhilly, Philly Voice

**Shuting Wang**, Paul A. Pavlou, Jing Gong. "*On Monetary Incentives, Online Product Reviews, and Sales*"

- **Rejection and resubmission at Management Science**

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "*Cure or Poison? Identity Verification and the Spread of Fake News on Social Media*"

- 2017 Conference of Information Systems and Technology (CIST) **Best Student Paper Award Nomination**
- Preparing for journal submission. Target: Management Information Systems Quarterly (MISQ)

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## WORKING PAPERS

**Shuting Wang**, JaeHwuen Jung, Sunil Wattal. "*A Poisoned Chalice: Selling on Social Media Fan Page*"

- Preparing for journal submission. Target: Information Systems Research

**Shuting Wang** and Brad Greenwood, "*Paradox of Length Limits of Microblog Posts: A Natural Experiment*"

- Analysis finished. Target: Management Science

**Shuting Wang**, "Post, Share and Learn: Role of Social Media in E-learning"

- Designing field experiments. Target: Management Science

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## CONFERENCES PRESENTATIONS

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "*Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers*," Statistical Conference in E-Commerce Research (SCECR) 2018.

**Shuting Wang**, Sunil Wattal, JaeHwuen Jung. "*A Poisoned Chalice: Selling Products on Social Media Fan Pages*," Statistical Conference in E-Commerce Research (SCECR) 2018.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "*'Cure or Poison?' Identity Verification and the Spread of Fake News on Social Media*," International Conference on Information Systems (ICIS) 2017.

**Shuting Wang**, Brad Greenwood, Paul A. Pavlou. "*Tempting Fate: Social Media Posts by Firms, Customer Purchases, and the Loss of Followers*," Invited talks at INFORMS 2017.

**Shuting Wang**, Sunil Wattal. "*Selling on Social Media: Exploring the Role of Fan Pages and Product Showrooms in Driving Information Search and Sales*," Conference of Information Systems and Technology (CIST) 2017.

**Shuting Wang**, Min-Seok Pang, Paul A. Pavlou. "*'Cure or Poison?' Identity Verification and the Spread of Fake News on Social Media*," Conference of Information Systems and Technology (CIST) 2017.

**Shuting Wang**, Paul A. Pavlou, Jing Gong. "*Is Money a Good Motivator: The Role of Monetary Incentives in Online Product Reviews and Sales*," International Conference on Information Systems (ICIS) 2016.

**Shuting Wang**, Paul A. Pavlou. "*Does Paying for Online Product Reviews Pay Out?*" Workshop on Information Systems and Economics (WISE) 2015.

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## TEACHING EXPERIENCE

### ***FOX School of Business, Temple University***

***Philadelphia, PA***

- Instructor, MIS2502 Data Analytics (Undergraduate Level) Fall 2018
- Teaching Assistant, MIS2502 Data Analytics (Undergraduate Level) Spring 2018
- Teaching Assistant, MIS0855 Data Science (Undergraduate Level) Fall 2017

### ***Shanghai University of Finance and Economics***

***Shanghai, China***

- Teaching Assistant, Introduction to Marketing (Undergraduate Level) Fall 2010

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## WORK EXPERIENCE

### **Xiang Dao**

**Nanjing, China**

*External Consultant*

2017 – Present

A startup company providing e-learning programs on social media platforms

- Design strategies of posting on social media to improve students' participation and performance

### **Belle International**

**Shenzhen, China**

*External Consultant*

2015 – 2017

The largest shoe retailer in China

- Supported analytics of social media marketing strategies by analyzing consumer behavior data

### **JD.com**

**Beijing, China**

*Management Trainee*

2011 – 2012

A NASDAQ-listed company and the second largest e-commerce retailer in China

- Rotated in multiple departments including Marketing, IT, Operation, Finance, and Call Center
- Supervised the inventory management team in the Operation department

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## Honors and Awards

- 2017 Conference of Information Systems and Technology (CIST) Best Student Paper Award Nomination
- 2016 International Business Education and Research (CIBERs) Funding
- 2014 Presidential Fellowship for Excellence in Academics (Temple University)
- 2009 Direct Admission with Full Tuition Scholarship for Excellence in Academics (Shanghai University of Finance and Economics)

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## SKILLS

**Database**

SAS (Certified Adv. Programmer), SQL

**Statistical Software**

R, Stata, MATLAB

**Programming**

Python

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## PERSONAL HOBBIES

Basketball, Ping Pong, Yoga, Travelling