Meixian (Mei) Wang

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EDUCATION

Fox School of Business and Management, Temple University   Philadelphia, Pennsylvania

Ph.D. Business Administration   Spring 2026

  Dissertation: "Three Essays on Prosocial Behavior and the AI Agent Disclosure Dilemma in the Digital Economy"

  Committee: Sunil Wattal, Jaehwuen Jung, Konstantin Bauman

School of Business, University of Connecticut   Hartford, Connecticut

M.S. Business Analytics and Project Management   12/ 2020

School of Economics and Management, Changchun University of Science and Technology   Changchun, Jilin

B.S. Management in Marketing   08/ 2012

RESEARCH INTERESTS & METHODS

Topics: Social & Economic Impact of Artificial Intelligence, Hyper-realistic AI Agent, Creator Economy

Methodologies: Field and Lab Experiments, Econometrics, Causal Inference, Machine Learning

RESEARCH

Working Papers

1. Meixian Wang, Jaehwuen Jung, Ravi Bapna. "The Impact of Realism and AI Disclosure on Virtual Influencer Effectiveness: A Large Field Experiment." Invited for 2nd round review at *Information Systems Research* - **Job Market Paper**.
   Conference presentations: PlatStrat2024, CIST 2024, INFORMS 2025

2. Meixian Wang, Keran Zhao, Jason Bennett Thatcher. "The Impact of Superstar Exits on Live Streaming E-Commerce Platforms." Invited for 2nd round review at *Journal of the Association for Information Systems*.
   Conference presentations: WITS 2022 (Best paper nomination).

3. Meixian Wang, Keran Zhao, Sunil Wattal. "When Prosocial Opportunities Collide: Tipping vs. Charity on Digital Platforms." Under Review at Information Systems Research.
   Conference presentations: WISE 2024

4. Meixian Wang, Jaehwuen Jung. "Personalization–Privacy Tradeoffs and AI Identity Disclosure: Evidence from a Large-Scale Field Experiment with Hyper-Realistic AI Agents." Field experiment and data analysis in progress.
   Conference presentations: ACR 2025

5. Meixian Wang, Keren Zhao Jason Bennett Thatcher. "AI versus Human? Investigating the Heterogeneous effect of Online Shopping Live Streamers." Data analysis and draft.
   Conference presentations: AMCIS 2022, INFORMS 2024, WITS 2024

HONORS AND AWARDS

- 2025 Research Enhancement for Competitive and Accelerated Publishing (RECAP) Award, $2000
- 2025 Exceptional presentation at the 2025 Graduate Symposium for Research and Creative Works, $100
- 2024 1st Research Advancement and Impact Seed funding (RAIS) Symposium Award, $2000
- 2021-2023 Young Scholars Interdisciplinary Funding, $10, 900
- 2022 Best Paper Award Nomination of Workshop on Information Technologies and Systems (WITS)
- 2019 Technology Incubation Program Scholarship, $5000

TEACHING

Teaching Interests

- Business analytics (including python for business analytics, data mining, data visualization, and machine learning)
- Databases management
- Information systems management and AI in business

Teaching Experience

- Instructor, MIS2502: Data and Analytics (Undergraduate level; MIS Core class)
  - Evaluation: 4.4 out of 5 (Fall 2024), Enrollment: 54
  - Self-built Course Website:
    https://community.mis.temple.edu/mis2502sec003fall2024/

- Teaching Assistant, MIS2502: Data and Analytics (Undergraduate Course)
  - Spring 2024, Fall 2023 at Temple University
  - Supervisor: Prof. Jaehwuen Jung and Konstantin Bauman, Temple University

- Teaching Assistant, OPIM5510: Web Analytics (Graduate Course)
  - Spring, Fall 2020 at University of Connecticut
  - Supervisor: Prof. Xinxin Li, University of Connecticut

CONFERENCE PRESENTATIONS

1. Meixian Wang, Jaehwuen Jung. "Personalization–Privacy Tradeoffs and AI Identity Disclosure: Evidence from a Large-Scale Field Experiment with Hyper-Realistic AI Agents." ACR 2025

2. Meixian Wang, Keran Zhao, Sunil Wattal "When Prosocial Opportunities Collide: Tipping vs. Charity on Digital Platforms." WISE 2024.

3. Meixian Wang, Jaehwuen Jung, Ravi Bapna "The Impact of Realism and AI Disclosure on Virtual Influencer Effectiveness: A Large Field Experiment." PlatStrat2024, CIST 2024, AI @ Wharton 2025, INFORMS 2025

4. David Schuff, Susan Mudambi, Meixian Wang "Understanding the Review Bombing Phenomenon in Movies and Television." HICCS 2024.

5. Meixian Wang, Keran Zhao, Jason Bennett Thatcher "AI versus Human? Investigating the Heterogeneous effect of Online Shopping Living Streamers." AMCIS 2022 and WITS 2024

6. Meixian Wang, Keran Zhao, Jason Bennett Thatcher "The Absence of 'Pushing Hands': Examining the Effect of Superstar Streamer's Exit in Live Streaming E-commerce." WITS 2022 (Best Paper Nomination).

RESEARCH PROJECTS WITH INDUSTRY EXPERTS

Customer Churn Analysis for Travelers   01/ 2020 – 05/ 2020

- Processed data with Python Pandas and compared performance of various models including random forest, logistic regression, LDA, KNN, etc., and provided suggestions for reducing customer churn.
- Supervisor: Jennifer Eigo, Instructor, UConn Business School

Oscillo Biosciences, LLC   05/ 2019 – 12/ 2019

- Processed competitor analysis, designed and collected customer survey data. Processed data and built statistical models and predicted desired features for the future flagship product.
- Performed web data tracking, collection and analysis, and designed A/B test to improve web ads to achieve the marketing target.
- Supervisor: Prof. Edward Large, UConn

WORKING EXPERIENCE

Research Assistant, The Chinese University of Hong Kong   09/ 2020 – 08/ 2021

- Assisted the professor to revise one paper under major revision at Marketing Science.
- Collected Covid-19 related tweets from twitter and convert the textual content to numerical value with the NLP technique.
- Supervised by Prof. Hongfei Li from CUHK

Teaching Assistant, Web Analytics (OPIM 5510 UConn)   08/ 2020 – 12/ 2020

- Designed and offered guest lectures to introduce a web scraping tutorial with a demo of the Twitter API tweet scraping tool.
- Instructed hundreds of graduate students on course content including R programming, Statistical Modeling, Hypothesis testing, Natural Experiment Design, Causal Analysis, Difference in Differences (DID) Analysis, etc.
- Held office hours and provided exam review sessions and graded students' assignments and exams.
- Supervised by Prof. Xinxin Li from UConn OPIM Department.

Adidas Sports (China) Co., Ltd, Beijing, China (Retail Operations Manager)   12/ 2017 – 01/ 2019

- Managed 30 retail stores with total annual sales of $80 million and achieved an annual growth over 15 %.
- Visualized retail indicators for daily sales tracking, analyzed and predicted sales attainment rate.
- Analyzed client sales data and provided rational purchasing recommendations for clients based on product and promotion information.

Uniqlo Co., Ltd, Beijing, China (Senior Store Manager)   04/ 2012 – 03/ 2017

- Led a team of 60 personnel to achieve annual sales of $10 million with profit of $1.5 million, assured a year-on-year percentage (YOY) of 100% while the YOY of competitors in the same location dropped by 20%.
- Collected and analyzed our customers' demographics, behaviors, and purchase data to identify the common attributes among them to plan marketing activities and provide customized services.
- Designed a 3-month employee training program for rapid mastering of over 100 essential skills.

PROFESSIONAL SERVICES

Reviewer for Journals

Information Systems Research (ISR), Management Information Systems Quarterly (MISQ), Journal of the Association for Information Systems (JAIS), Information Management (IM), Electronic Commerce Research (ECR)

Reviewer for Conferences

Conference on Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Workshop on Information Technologies and Systems (WITS), European Conference on Information Systems (ECIS), Pacific Asia Conference on Information Systems (PACIS)

Membership

Association for Information Systems (AIS), Institute for Operations Research and the Management Sciences (INFORMS), Academy of Management (AOM)

TECHNICAL SKILLS

Skills: Web Scraping, Causal Analysis, Text Mining, Natural Language Processing, Visualization
Software: Stata, SPSS, SPSS Amos, Tableau, SQL, Google BigQuery, Navicat
Programming: Python, R

REFERENCES

Sunil Wattal (sunil.wattal@temple.edu)
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Professor, Management Information Systems
Fox School of Business and Management, Temple University
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Ravi Bapna (rbapna@umn.edu)
Academic Director of the Analytics for Good Institute and the Carlson Analytics Lab (CAL)
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