

# Zhen Fang

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EXPERIENCE	<b>Fudan University, School of Management</b> Assistant Professor, Department of Marketing	Shanghai 2022-
EDUCATION	<b>University of Washington, Michael G. Foster School of Business</b> Ph.D. in Business Administration, Information Systems Minors: Economics, Operations Management, Research Methods Advisors: Professor Yong Tan	Seattle, WA 2017-2022
	<b>University of Washington, Michael G. Foster School of Business</b> MSBA, Information Systems	Seattle, WA 2017-2019
	<b>Tsinghua University, School of Economics and Management</b> B.S., Information Management and Information Systems	Beijing, China 2013-2017
	<b>Tsinghua University, Department of Computer Science and Technology</b> Minor, Computer Technology	Beijing, China 2014-2017
RESEARCH INTERESTS	<b>Topics</b> Platform Design and Analytics, Crowdfunding, Product Assortment, Social Media, Ecommerce, Transformational IT <b>Methodologies</b> Econometrics, Structural Modeling, Economic Theories and Machine Learning	
RESEARCH PAPERS	<ol style="list-style-type: none"><li>1. “Show Me the Money: The Economic Impact of Membership-Based Free Shipping Programs on E-Tailers” Zhen Fang*, Yi-Chun Ho*, Xue Tan*, Yong Tan, *Authors contributed equally to this work <i>Information Systems Research</i>, 32(4), 1115-1127, 2021.</li><li>2. “Content Proliferation and Narrowcasting in the Age of Streaming Media” Zhen Fang, Ming Fan, Apurva Jain <i>Production and Operations Management</i>, forthcoming.</li><li>3. “The Effects of Verbal and Visual Marketing Content in Social Media Settings: A Deep Learning Approach” Lei Liu, Yingfei Wang, Zhen Fang, Shaohui Wu Major Revision at <i>Production and Operations Management</i>.</li><li>4. “More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms” Zhen Fang, Xue Tan, Shengsheng Xiao, Yong Tan In preparation for submission.</li></ol>	
RESEARCH IN PROGRESS	<ul style="list-style-type: none"><li>• “The Role of Voice in Consumer Decisions: Evidence from a Payment-based Knowledge Sharing Community” Zhen Fang, Guannan Liu, Junjie Wu, Yong Tan</li></ul>	

- “Feedback and Content Creation: A Quasi-experiment from YouTube”  
Zhen Fang, Xue Tan, Yong Tan
- “Unity is Strength: Membership Bundling of Mobile Services”  
Zhen Fang, Yong Tan
- “Regulation of Emotional AI”  
Zhen Fang, Yifan Yu, Yong Tan

#### CONFERENCES PRESENTATIONS

- “The Role of Match Offers in Charitable Crowdfunding: A Neoclassical Economics Perspective”  
Conference on Information Systems and Technology (CIST), 2021 (Scheduled)
- “More Than Double Your Impact: An Empirical Study of Match-offer on Charitable Crowdfunding Platforms”  
INFORMS Annual Meeting, 2021 (Scheduled)  
POMS Annual Conference, 2021  
INFORMS Annual Meeting, 2019  
China Summer Workshop on Information Management (CSWIM), 2019
- “Content Proliferation and Differentiation in the Age of Streaming Media”  
POMS Annual Conference, 2021, \*presented by coauthor  
China Workshop on Economics of Information Systems Theory (CWEIST), 2020
- “The Role of Voice in Consumer Decisions: Evidence from a Payment-based Knowledge Sharing Community”  
Conference on Information Systems and Technology (CIST), 2021 (Scheduled)  
INFORMS Annual Meeting, 2020
- “Consumer Decisions in Payment-based Knowledge Sharing Communities: The Analysis of Zhihu Live”  
INFORMS Annual Meeting, 2018  
China Summer Workshop on Information Management (CSWIM), 2018, \*poster

#### HONORS

Outstanding Research Award of ISOM Department	2021
Bertauche Transportation Endowment Fellowship	2018-2020
Top Scholar Award Fellowship	2017
Scholarship of Academic Excellence at Tsinghua University	2015-2016
1st prize in 33rd “Challenge Cup” at Tsinghua University	2015
Mitsubishi Corporation International Scholarship	2014-2015
National 3rd prize in Chinese Mathematical Olympiad	2013
1st prize in National High School Mathematical Competition	2012

#### TEACHING

##### Lab Instructor

IS 300 Introduction to Information Systems	2018-2020
- Undergraduate core course, introducing how to use software toolbox (e.g., Excel, Access, etc.) to analyze, coordinate, and solve organizational decision-making problems	
- Teaching load: 2 sessions per week for entire quarter; each session has capacity of 40 students for 1 hour	

##### Teaching Assistant

IS 410 Networks and Cybersecurity	2021
IS 445 Database Management	2020

	IS 460 Systems Analysis and Design	2019
	IS 451 Business Data Analytics	2018-2020
	MSIS 521 Information Technology and Marketing in the New Economy	2019-2020
ACADEMIC SERVICE	<b>Journal Reviewer</b> for Production and Operations Management, Information Technology & Management <b>Conference Reviewer</b> for ICIS, CIST, WISE, CSWIM <b>Session Chair</b> for INFORMS 2021	
PHD COURSEWORK	<b>Information Systems and Marketing</b> Advanced Research Topics in Information Systems I <span style="float: right;">Yong Tan</span> - Topics: (Latent) Instrumental Variables, Bayesian Learning, Hidden Markov Models, Discrete Choice Models, etc. Advanced Research Topics in Information Systems II <span style="float: right;">Stephanie Lee</span> - Topics: Demand Estimation, Price Search, Two-Sided Market and Matching, Auctions, Social Media, Business Value of IT, etc. Advanced Research Topics in Information Systems II <span style="float: right;">Shan Huang</span> - Topics: Applied Network Theories, Social Networks, Randomized Experiments, etc. Advanced Research Topics in Information Systems III <span style="float: right;">Yingfei Wang</span> - Topics: Machine Learning, Deep Learning, Text Mining, Computer Vision, Reinforcement Learning, etc. Dynamic Structural Modeling <span style="float: right;">Hema Yoganarasimhan</span> - Topics: Dynamics Discrete Choice Models  <b>Economics &amp; Econometrics</b> Econometrics I <span style="float: right;">Thomas Richardson</span> Econometrics II <span style="float: right;">Eric Zivot</span> Econometrics III <span style="float: right;">Jing Tao</span> Microeconomics I <span style="float: right;">Quan Wen</span> Microeconomics II <span style="float: right;">Xu Tan and Jacques Lawarree</span> Microeconomics III <span style="float: right;">Jacques Lawarree</span> Empirical Industrial Organization <span style="float: right;">Yuya Takahashi</span> Computational Economics <span style="float: right;">Yuya Takahashi</span>  <b>Operations Management</b> Stochastic Models and Queuing <span style="float: right;">Kamran Moinzadeh</span> Advanced Topics in Inventory Management <span style="float: right;">Kamran Moinzadeh</span> Stochastic Model for Business <span style="float: right;">Yong Tan</span>  <b>Computer Science</b> Machine Learning <span style="float: right;">Kevin Jamieson</span> Natural Language Processing <span style="float: right;">Yejin Choi</span>	
SKILLS	R, Python, Stata, Java, Matlab, SQL, Mathematica, Weka, LaTeX, HTML	