

SHUTING (ADA) WANG

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EDUCATION

TEMPLE UNIVERSITY

PhD in Management Information Systems

Philadelphia, PA

Sept. 2014 – Present

- Presidential Fellowship

SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS

Master of Management in Operations and Logistics Management

Shanghai, China

Sept. 2009 – Jul. 2011

- Direct Admission with Full Tuition Scholarship for Excellence in Academics

RESEARCH INTEREST

TOPICS

Economics Of Information Systems, E- Commerce, Digital Marketing, Social Media

METHODOLOGIES

Econometrics, Structural Modeling

WORKING PAPERS

- **Is Money a Good Motivator: The Role of Monetary Incentives in Online Product Reviews and Sales**
(with Paul Pavlou and Jing Gong)
- **Monetize Social Networks: A Field Experiment on Paying For Following Brands in Social Media**
(with Brad Greenwood and Paul Pavlou)

CONFERENCE/WORKSHOP PRESENTATIONS

- **Is Money a Good Motivator: The Role of Monetary Incentives in Online Product Reviews and Sales**, with Paul Pavlou and Jing Gong, Americas Conference on Information Systems (AMCIS), Puerto Rico, USA, August 2015
- **Is Money a Good Motivator: The Role of Monetary Incentives in Online Product Reviews and Sales**, with Paul Pavlou and Jing Gong, Workshop on Information Systems & Economics (WISE), Texas, USA, December 2015

RESEARCH & TEACHING EXPERIENCE

Research Assistant (Marketing), Shanghai University of Finance and Economics Sep. 2010 – Feb. 2011

- Assisted in an empirical marketing research on customers' sensitivity to different package sizes

Project Assistant (Operations), Shanghai Diesel Engine Company Dec. 2009 – Mar. 2010

- Optimized the master production schedule by linear programming; resulted in a 26% increase of efficiency
- Reconstructed the supply chain based on Just-in-Time replenishment

Research Assistant (Economics), Zhongnan University of Economics and Law Sep. 2007 – Feb. 2008

- Assisted in an economic research on the relation between agriculture and industry in rural economies

Teaching Assistant (Marketing), Shanghai University of Finance and Economics Feb. 2010 – Jul. 2010

- Assisted the professor in teaching an undergraduate course Marketing Strategies

WORK EXPERIENCE

Management Trainee, JD.com Jul. 2011 – Dec. 2012

Development Intern, Software Development of the Global Trading System, SAP Labs Jul. 2010 – Jan. 2011

Strategic Sourcing Intern, Global Sourcing of Indirect Materials, Cummins Mar. 2010 – Jul. 2010

Finance Intern, Available Payment in Finance Apartment, General Electric Jan. 2010 – Mar. 2010