SANTA CLARA UNIVERSITY
THE JESUIT UNIVERSITY IN SILICON VALLEY

Xiang (Shawn) Wan

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Leavey School of Business, Santa Clara University

Employment

2022-	Assistant Professor, Department of Information Systems and Analytics
	Leavey School of Business, Santa Clara University Santa Clara, California

Education

2017-2022	Ph.D., Information Systems and Operations Management
	Warrington College of Business, University of Florida Gainesville, Florida

Dissertation Title: The Economic Value of Algorithmic Product Recommendation Systems

Committee: Anuj Kumar, Kenny Cheng, Liangfei Qiu, Haldun Aytug, Xitong Li (HEC Paris), Amin Hosseininasab

Doctoral Consortiums: ICIS, AMCIS, OCIS, WITS2021 (Best Dissertation Proposal Runner-up Award)

2014-2017	M.S., Management Science and Engineering *(Ranked 1st in graduating class of 2017)*
	School of Business, Renmin University of China Beijing, China
2010-2014	B.S., Engineering Management *(Outstanding Undergraduate Thesis Award, Top 1%)*
	Economics and Management School, Wuhan University Wuhan, China

Research Interests

- Algorithmic Product Recommendations, Economics of AI and Blockchain, Digital Economy

Methodologies

- Machine Learning & AI, Natural Language Processing, Field Experiments, Quasi-Natural Experiments, Laboratory Experiments, Applied Econometrics & Statistics, Analytical Modeling

Papers Under Revision/ Review

Economic Value of Algorithmic Product Recommendations [Dissertation Topic]

1. Xiang (Shawn) Wan, Anuj Kumar, Xitong Li. "How Do Product Recommendations Help Consumers Search Products? Evidence from a Field Experiment", ***Management Science,*** *under 3rd-round review.*
   - *Awarded by Digital Markets Initiative - Research Award Grant ($11,000), University of Florida*

2. Xiang (Shawn) Wan, Anuj Kumar, Xitong Li. "Retargeted versus Generic Product Recommendations: When is it Valuable to Present Retargeted Recommendations?", ***Information Systems Research,*** *under review after **major revision**.*

3. Xiang (Shawn) Wan, Anuj Kumar, Haldun Aytug. "Estimating Optimal Recommendation Policy Under Heterogeneous Treatment Effect of Product Recommendation", ***Information Systems Research, major revision***.
   - *Awarded by Digital Markets Initiative - Research Award Grant ($10,000), University of Florida*

4. Xiang (Shawn) Wan, Anuj Kumar. "Is It Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System", ***Information Systems Research,*** *under review.*

Economics of AI and Blockchain

5. Jian Li, Xiang (Shawn) Wan, Kenny Cheng, Xi Zhao. "Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?", ***Information Systems Research,*** *under review after **major revision**.*

6. "Economics of Token Airdrop for Initial Coin Offerings", with Kenny Cheng, Xinyu Zang, Jian Li, Xi Zhao, to be submitted.

Digital Economy

7. Xiang (Shawn) Wan, J.J. Po-An Hsieh, Ji-Ye Mao, Vallabh Sambamurthy, "Data Analytics Capability, Organizational Ambidexterity, and Performance", *to be submitted*.

8. Xinyu Zang, Xiang (Shawn) Wan, Liangfei Qiu, Naveen Kumar. "How Local Competition Reshapes Consumers' Review Behaviors: An Empirical Investigation", ***Information Systems Research,*** *under review.*

9. "Price Salience and Hotel Booking", with Xitong Li, Anuj Kumar, Xiaomeng Chen, *work-in-progress*.

10. "Economics of Livestream Ecommerce", with Qili Wang, Liangfei Qiu, Kenny Cheng, *work-in-progress*.

Conference Presentations and Publications

1. "Price obfuscation and Demand Shift: Evidence From a Field Experiment on a Hotel Booking Platform", *Conference on Information Systems and Technology (CIST) 2022*, Indianapolis, Indiana, October 15-16, 2022.

2. "Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?", *INFORMS Annual Meeting*, Indianapolis, Indiana, October 16-19, 2022.

3. "Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?", *Workshop on Information Technologies and Systems (WITS) 2021*, Austin, Texas, December 15-17, 2021.

4. "The Economic Value of Algorithmic Product Recommendation Systems", *Workshop on Information Technologies and Systems (WITS) 2021 – Dissertation Track*, Austin, Texas, December 15-17, 2021.
   – **Best Dissertation (Proposal) Runner-up Award**

5. "Retargeted versus Generic Product Recommendations: When is it Valuable to Present Retargeted Recommendations?", *Workshop on Information Technologies and Systems (WITS) 2021*, Austin, Texas, December 15-17, 2021.

6. "The Economic Value of Algorithmic Product Recommendation Systems", *International Conference on Information Systems (ICIS) 2021 Doctoral Consortium*, Austin, Texas, December 8-10, 2021.

7. "Heterogeneous Treatment Effect of Product Recommendations and Optimal Recommendation Policy", virtual *2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML)*, December 2-3, 2021.

8. "Heterogeneous Treatment Effect of Product Recommendations and Optimal Recommendation Policy", virtual *2021 Decision Science Institute (DSI) Annual Conference*, November 19-21, 2021.

9. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", *Conference on Information Systems and Technology (CIST)*, Newport Beach, CA, October 23-24, 2021.

10. "Estimating Heterogeneous Treatment Effect in Product Recommendations", *INFORMS Workshop on Data Mining and Decision Analytics (DMDA)*, Anaheim, CA, October 23, 2021.

11. "Estimating Heterogeneous Treatment Effect in Product Recommendations", Virtual *Machine Learning for Consumers and Markets Workshop at Knowledge Discovery and Data Mining Conference (MLCM@KDD)*, August 14-18, 2021.

12. "The Economic Value of Algorithmic Product Recommendation Systems", virtual *Americas Conference on Information Systems (AMCIS) 2021 **Doctoral Consortium***, August 10-11, 2021 (originally to be held in Montreal, Canada)

13. "The Economic Value of Algorithmic Product Recommendation Systems", virtual *Organizational Communication & Information Systems (OCIS) 2021 **Doctoral Consortium*** at AOM Annual Meeting, July 30, 2021 (originally to be held in Philadelphia, PA)

14. "Estimating Heterogeneous Treatment Effect in Product Recommendations", Virtual *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 17-18, 2021.

15. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", Virtual *ZEW Conference on the Economics of Information and Communication Technologies*, June 10-11, 2021.

16. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", Virtual *Workshop on Information Systems and Economics (WISE)*, December 16-19, 2020.

17. "How Beneficial are Recommendations to Consumers? Estimates of Relative Benefits of Product Recommendations to Consumers and Retailers", Virtual *Conference on Digital Experimentation @MIT (CODE@MIT)*, November 19-20, 2020.

18. "Retargeted Versus Generic Product Recommendations: When is it Valuable to Give Retargeted Recommendations?", Virtual *Conference on Information Systems and Technology (CIST)*, November 7-8, 2020.

19. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System", *Workshop on Information Technologies and Systems (WITS)*, Munich, Germany, December 18-20, 2019.

20. "Is it Beneficial to Recommend Differently Priced Products? Experimental Evidence from an Online Product Recommendation System", *Conference on Digital Experimentation @MIT (CODE@MIT)*, Boston, MA, November 1-2, 2019.

21. "Experiential Learning and Health Information Exchange Use: Effects of Physician Workload and Disease Complexity", *INFORMS Annual Meeting*, Phoenix, AZ, November 3-4, 2018.

22. "The Influence of Data Analytics Capabilities on Organizational Performance: The Mediating Role of Exploitative and Exploratory Innovation", *International Conference on Information Systems (ICIS)*, Seoul, South Korea, December 10-13, 2017.

23. "The Influence of Data Analytics Capabilities on Organizational Performance", *Tsinghua-Renmin-Peking Academia Colloquium Exchange on Information Systems (TRPACE-IS)*, Peking University, Beijing, China, June 15, 2017.

24. "The Effect of Social Capital of the Relationship Between the CIO and Top Management Team on Data Analytics Capabilities: the Mediating Role of Top Management Team Support", *Tsinghua-Renmin Academia Colloquium Exchange on Information Systems (TRACE-IS)*, Tsinghua University, Beijing, China, December 30, 2016.

25. "The Influence of Relationships on Inter-Organizational Information Systems Usage and Supply Chain Performance", *Wuhan International Conference on E-Business (WHICEB) (an AIS affiliated conference)*, Wuhan, China, June 19-21, 2015.
    – **Best Paper Nomination**

Course Design and Teaching

Santa Clara University

Instructor (Undergraduate/ Graduate Level)

- OMIS 105 - Database Management Systems, 2022

University of Florida

Course Design (Graduate/ MBA Level)

- Business Application of AI
- MAR 6930 - Marketing Analytics
- ISM 3254 - Business Systems (Java)

Instructor (Undergraduate Level)

- ISM 3254 - Business Systems (Java), Class Size: 48, 2021 [In-person & Online]
- ISM 3254 - Business Systems (Java), Class Size: 39, 2020 [Online]

Teaching Assistant (Graduate/ MBA Level)

- MAR 6930 - Marketing Analytics, Class Size: 64, 2021
- ISM 6562 - Data Visualization (Tableau Software and Python), Class Size: 93, 2020
- QMB 5304 - Introduction to Managerial Statistics (SAS JMP), Class Size: 31, 2020
- ISM 6128 - Systems Analysis and Design, Class Size: 168, 2019
- ISM 6257 - Intermediate Business Programming (Java), Class Size: 32, 2019

Renmin University of China

Teaching Assistant (Graduate/ MBA Level)

- Empirical Research Methods (Ph.D./Master in Finance, Accounting, Trade Economics), Class Size: 61, 2016
- Decision Making Analysis and Technology Support (International Summer School), Class Size: 30, 2016

Invited Talks

- 12/03/2021: University of Texas at Dallas - Naveen Jindal School of Management, *Richardson, Texas*
- 11/01/2021: Santa Clara University - Leavey School of Business, *Santa Clara, California*
- 09/24/2021: State University of New York at Binghamton - School of Management, *Binghamton, New York*

Research Grants

- Digital Markets Initiative - Research Award Program (**$11,000**) in 2021, University of Florida
- Digital Markets Initiative - Research Award Program (**$10,000**) in 2021, University of Florida

Honors and Awards

- Best Dissertation Runner-up Award of Workshop on Information Technologies and Systems (WITS) in 2021
- Outstanding International Student Achievement Award of University of Florida in 2021
- ICIS Doctoral Consortium Fellow in 2021
- AMCIS Doctoral Consortium Fellow in 2021
- OCIS Doctoral Consortium Fellow at Academy of Management in 2021
- First-class Academic Fellowship of Renmin University of China from 2014 to 2017
- Outstanding Undergraduate Thesis Award of Hubei Province in China in 2014 (Top 1%)
- Outstanding Graduate of Wuhan University in 2014 (Top 5%)
- Outstanding Achievement in Social Work of Wuhan University in 2012 (Top 5%)
- China's National Scholarship for Undergraduate Students in 2011 (Top 1%)

Professional Service

Conference Program Committee Member

- Conference on Information Systems and Technology 2022 (CIST 2022)

Session Chair

- 2022 INFORMS Annual Meeting - AI Cluster - AI, Non-Fungible Tokens (NFTs), and Blockchain

Reviewer for Journals

- Information Systems Research (ISR)
- Management Information Systems Quarterly (MIS Quarterly)
- Production and Operations Management Journal (POM)

Reviewer for Conferences

- International Conference on Information Systems (ICIS)
- Conference on Information Systems and Technology (CIST)
- Workshop on Information Technologies and Systems (WITS)
- Americas Conference on Information Systems (AMCIS)
- Pacific Asia Conference on Information Systems (PACIS)
- The Hawaiian International Conference on System Sciences (HICSS)

Referee of Best Student Paper Competition

- 2022 POMS International Conference in China - Best Student Paper Competition

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Volunteer Activities and Leadership

- Volunteer for UF ISOM Annual Research Workshop, 2018-2022

- Honor Guard for UF Warrington Graduate Recognition Ceremony, 2018-2022

- The representative for the monthly UF Graduate Student Council (GSC) general body meeting, 2017-2022

- Volunteer Representative for China Foundation for Poverty Alleviation (CFPA) in 2015

- Team Leader for the Social Practice Activity of Caring for Autism Children in 2011