

## Xiang (Shawn) Wan

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Leavey School of Business, Santa Clara University

### Employment

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

### Education

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2017-2022 Ph.D., Information Systems and Operations Management  
Warrington College of Business, University of Florida Gainesville, Florida  
- *the ACM SIGMIS Doctoral Dissertation First Runner-up Award at ICIS 2022*  
- *the Best Dissertation First Runner-up Award at WITS 2021*

2014-2017 M.S., Management Science and Engineering (*Ranked 1<sup>st</sup> in the 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

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- AI & Digital Economy, FinTech & Blockchain, Human-Algorithm Interaction

### Publications (*including Forthcoming and Conditionally Accepted*)

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1. Xiang (Shawn) Wan, Anuj Kumar, Xitong Li (2024) “How Do Product Recommendations Help Consumers Search? Evidence from a Field Experiment”, *Management Science (IS Department)*, 70(9), 5776-5794.
2. Xiang (Shawn) Wan, Anuj Kumar, Xitong Li (2024) “Retargeted versus Generic Product Recommendations: When is it Valuable to Present Retargeted Recommendations?”, *Information Systems Research*, 35(3), 1403-1421.
3. Jian Li, Xiang (Shawn) Wan, Kenny Cheng, Xi Zhao (2024) “Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?”, *Information Systems Research*, 35(4):1928-1947.
4. Xi Zhao, Jian Li, Xiang (Shawn) Wan, Xinyu Zang, Kenny Cheng (2025) “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange and Non-Fungible Token Marketplace”, *Journal of Operations Management*, 71(7): 1036-1067.
5. Xiang (Shawn) Wan, Anuj Kumar, Xitong Li (2025) “Is It Beneficial to Recommend Differently Priced Products? Experimental Evidence from Online Recommender Systems”, *Production and Operations Management, Forthcoming*.
6. Zhecheng Wang, Xinyu Zang, Xiang (Shawn) Wan, Kenny Cheng, Xi Zhao, Gengzhong Feng. “Unveiling the Impact of Delegated Voting on Decentralized Autonomous Organizations”, *Information Systems Research, Conditionally Accepted*.

### Working Papers

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7. Xiang (Shawn) Wan, Anuj Kumar, Haldun Aytug. “When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance”, *MIS Quarterly, Preparing for 3<sup>rd</sup>-Round Review*.
8. Xiang (Shawn) Wan, J.J. Po-An Hsieh, Ji-Ye Mao, Vallabh Sambamurthy. “How Does Data Analytics

- Capabilities Impact Firm Performance? An Examination from the Lenses of Complementarity and Operational Ambidexterity”, *Production and Operations Management, Preparing for 3<sup>rd</sup>-Round Review*.
9. Xiang (Shawn) Wan, Xiaojing Dong, Yuchi Zhang, Xiaosong Dong. “Recommendation Effects in the Presence of Customer Learning and Privacy Concerns”, *Marketing Science, Major Revision*.
  10. Liukai Wang, Shuhao Liang, Xiang (Shawn) Wan, Liangfei Qiu, Xiangbin Yan. “Copycats or Catalysts: How NFT Imitation Impacts Originals”, *Information Systems Research, Major Revision*.
  11. Jian Li, Xiang (Shawn) Wan, Xinyu Zang, Kenny Cheng, Xi Zhao. “The Empire Strikes Back in Token Wars: How Token Incentive Impacts User Engagement on Decentralized Exchange Platforms”, *Information Systems Research, Major Revision*.
  12. Xiaomeng Chen, Xiang (Shawn) Wan, Xitong Li, Anuj Kumar. “Unveiling the Impact of Delaying Price Disclosure: Evidence from a Field Experiment on a Hotel Booking Platform”, *Information Systems Research, Major Revision*.
  13. Xi Zhao, Yingying Li, Xiang (Shawn) Wan, Xinyu Zang, Kenny Cheng. “Bridge of Cryptos: The Impact of Cross-Chain Technology on Market Efficiency”, *Information Systems Research, Major Revision*.
  14. Ying Ji, Chaoyue Gao, Xiang (Shawn) Wan, Allen Li. “Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment”, *Under Review*.
  15. Ying Ji, Chaoyue Gao, Xiang (Shawn) Wan, Allen Li. “How Do AI-Generated Summaries Affect User-Generated Content? Evidence from a Quasi-Experiment on a Restaurant Review Platform”, *Under Review*.
  16. Liukai Wang, Min Li, Xiang (Shawn) Wan, Liangfei Qiu. “Too Trustworthy to Fund: The Rise and Fall of Founder CEO’s Facial Trustworthiness in Initial Coin Offering Success”, *Under Review*.
  17. Xinyu Zang, Xiang (Shawn) Wan, Liangfei Qiu, Naveen Kumar, Subodha Kumar. “The Echoes of Competition in Service Operations: Understanding its Impact on Consumer Review Behavior”, *Under Review*.

### **Conference Presentations and Publications**

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1. “Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment”, *Hawaii International Conference on System Sciences (HICSS)*, Maui, Hawaii, January 6-9, 2026.
2. “Copycats or Catalysts: How NFT Imitation Impacts Originals”, *Workshop on Information Technologies and Systems (WITS)*, Nashville, Tennessee, December 17-19, 2025.
3. “When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance”, *INFORMS Annual Meeting*, Atlanta, Georgia, October 26-29, 2025.
4. “Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment”, *Conference on Information Systems and Technology (CIST)*, Atlanta, Georgia, October 25-26, 2025.
5. “Designing AI-Generated Summaries for Online Video Platforms: Evidence from a Field Experiment”, *21st Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Paphos, Cyprus, June 22-24, 2025.
6. “How Do AI-Generated Summaries Affect Review Contributions?”, *Biz AI Conference: AI Applications in Business Research*, Dallas, Texas, March 28-30, 2025.
7. “How Do AI-Generated Summaries Affect Review Contributions?”, *AI in Management Conference*, Los

Angeles, California, March 21-22, 2025.

8. “When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance”, *POMS International Conference*, Istanbul, Türkiye, June 25-27, 2024.
9. “Straying or Staying: The Impact of Token Incentives on User Defection and Retention”, *POMS International Conference*, Istanbul, Türkiye, June 25-27, 2024.
10. “When Product Recommendations Fall Short: The Heterogeneous Impact of Product Network Characteristics on Recommender System Performance”, *20<sup>th</sup> Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Lisbon, Portugal, June 19-21, 2024.
11. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *Hawaii International Conference on System Sciences (HICSS)*, Waikiki, Hawaii, January 3-6, 2024.

– **Best Paper Nomination**

12. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *Workshop on Information Technologies and Systems (WITS)*, Hyderabad, India, December 13-15, 2023.
13. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *INFORMS Annual Meeting*, Phoenix, Arizona, October 15-18, 2023.
14. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *Conference on Information Systems and Technology (CIST)*, Phoenix, Arizona, October 14-15, 2023.
15. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *Pacific Asia Conference on Information Systems (PACIS) - Workshop of Blockchain in IS: Now and Future*, Nanchang, China, July 8-12, 2023.
16. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *China Summer Workshop on Information Management (CSWIM)*, Changsha, China, June 24-25, 2023.
17. “Price Obfuscation and Demand Shift: Evidence from a Field Experiment on a Hotel Booking Platform”, *the Nineteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Bogotá, Colombia, June 8-10, 2023.
18. “Is Token Airdrop Effective in User Retention for Decentralized Exchanges?”, *the 33rd Annual POMS Conference*, Orlando, Florida, May 21-25, 2023.
19. “Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?”, *the 33rd Annual POMS Conference*, Orlando, Florida, May 21-25, 2023.
20. “What Doesn’t Kill You Makes You Stronger? Evidence from Vampire Attack on Decentralized Exchange”, *the Business of Blockchain Technology Conference*, Miami, Florida, May 19-20, 2023.
21. “Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?”, *the Business of Blockchain Technology Conference*, Miami, Florida, May 19-20, 2023.
22. “Price Obfuscation and Demand Shift: Evidence From a Field Experiment on a Hotel Booking Platform”, *virtual INFORMS ISS Paper Development Workshop*, April 29, 2023.
23. “Price Obfuscation and Demand Shift: Evidence From a Field Experiment on a Hotel Booking Platform”, *Conference on Information Systems and Technology (CIST)*, Indianapolis, Indiana, October 15-16, 2022.

24. “Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?”, *INFORMS Annual Meeting*, Indianapolis, Indiana, October 16-19, 2022.
25. “Operation Dumbo Drop: To Airdrop or Not to Airdrop for Initial Coin Offering Success?”, *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas, December 15-17, 2021.
26. “The Economic Value of Algorithmic Product Recommendation Systems”, *Workshop on Information Technologies and Systems (WITS) – Dissertation Track*, Austin, Texas, December 15-17, 2021.
27. “Retargeted versus Generic Product Recommendations: When is it Valuable to Present Retargeted Recommendations?”, *Workshop on Information Technologies and Systems (WITS)*, Austin, Texas, December 15-17, 2021.
28. “The Economic Value of Algorithmic Product Recommendation Systems”, *International Conference on Information Systems (ICIS) Doctoral Consortium*, Austin, Texas, December 8-10, 2021.
29. “Heterogeneous Treatment Effect of Product Recommendations and Optimal Recommendation Policy”, virtual *Conference on Artificial Intelligence, Machine Learning, and Business Analytics (AIML)*, December 2-3, 2021.
30. “Heterogeneous Treatment Effect of Product Recommendations and Optimal Recommendation Policy”, virtual *2021 Decision Science Institute (DSI) Annual Conference*, November 19-21, 2021.
31. “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.
32. “Estimating Heterogeneous Treatment Effect in Product Recommendations”, *INFORMS Workshop on Data Mining and Decision Analytics (DMDA)*, Anaheim, CA, October 23, 2021.
33. “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.
34. “The Economic Value of Algorithmic Product Recommendation Systems”, virtual *Americas Conference on Information Systems (AMCIS) Doctoral Consortium*, August 10-11, 2021 (originally to be held in Montreal, Canada)
35. “The Economic Value of Algorithmic Product Recommendation Systems”, virtual *Organizational Communication & Information Systems (OCIS) Doctoral Consortium* at AOM Annual Meeting, July 30, 2021 (originally to be held in Philadelphia, PA)
36. “Estimating Heterogeneous Treatment Effect in Product Recommendations”, *Virtual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, June 17-18, 2021.
37. “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.
38. “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.

39. “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.
40. “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.
41. “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.
42. “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.
43. “Experiential Learning and Health Information Exchange Use: Effects of Physician Workload and Disease Complexity”, *INFORMS Annual Meeting*, Phoenix, AZ, November 3-4, 2018.
44. “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.
45. “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.
46. “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.

## **Course Design and Teaching**

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### ***Santa Clara University***

*Instructor (Undergraduate and Graduate Level)*

- MSIS 2602 - System Analysis & Design (Evaluation: 4.5/5)
- OMIS 105 - Database Management Systems (SQL) (Evaluation: 4.3/5)

### ***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
- ISM 3254 - Business Systems (Java), Class Size: 39, 2020

*Teaching Assistant (Graduate/ MBA Level)*

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

**Renmin University of China**

*Teaching Assistant (Graduate/ MBA Level)*

- Empirical Research Methods (Ph.D./Master's in Finance & Accounting), 2016
- Decision-Making Analysis and Technology Support (*International Summer School*), 2016

**Invited Talks**

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- University of Pittsburgh, Pittsburgh, Pennsylvania, 2024
- State University of New York at Stony Brook, Stony Brook, New York, 2024
- Nanjing University, Nanjing, China, 2023, 2024
- University of Science and Technology of China, Hefei, China, 2023, 2024
- University of Science and Technology Beijing, Beijing, China, 2024
- University of International Business and Economics, Beijing, China, 2023
- Wuhan University, Wuhan, China, 2022, 2023, 2024
- University of Texas at Dallas - Naveen Jindal School of Management, Richardson, Texas, 2021
- Santa Clara University - Leavey School of Business, Santa Clara, California, 2021
- State University of New York at Binghamton - School of Management, Binghamton, New York, 2021

**Research Grants**

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- Leavey School of Business Research Grant (\$10,000) in 2023, 2024, 2025, Santa Clara University
- Faculty Summer Stipend and Research Grant (\$8,000) in 2023, Santa Clara University
- Leavey School of Business Grant (\$5,000) in 2022, Santa Clara University
- Digital Markets Initiative - Research Award Program (\$21,000) in 2021, University of Florida

**Honors and Awards**

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- Best Paper Nomination at the Hawaii International Conference on System Sciences (HICSS) in 2024
- ACM SIGMIS Doctoral Dissertation Award (first runner-up) at ICIS in 2022
- Digital Markets Initiative - Research Award Grant (\$21,000) in 2022
- Best Dissertation Award (first runner-up) at WITS in 2021
- Outstanding International Student Achievement Award of the University of Florida in 2021
- ICIS Doctoral Consortium Fellow in 2021
- AMCIS Doctoral Consortium Fellow in 2021
- OCIS Doctoral Consortium Fellow at the 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 5%)
- Outstanding Graduate of Wuhan University in 2014 (Top 5%)
- China's National Scholarship for Undergraduate Students in 2011 (Top 5%)

### **Service to the Discipline**

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#### *Conference Program Committee Member/ Associate Editor*

- International Conference on Information Systems (ICIS 2024) - Blockchain, DLT, and Fintech
- Pacific Asia Conference on Information Systems 2023 (PACIS2023) - Blockchain and Fintech Track
- Conference on Information Systems and Technology (CIST 2022, 2023, 2024)

#### *Session Chair*

- 2025 INFORMS Annual Meeting - IS Cluster - AI and Recommender Systems
- 2023 INFORMS Annual Meeting - AI Cluster - AI, Quantum Computing, and Recommender Systems
- 2023 POMS Annual Meeting - Social Media and Web 2.0
- 2022 INFORMS Annual Meeting - AI Cluster - AI, Non-Fungible Tokens (NFTs), and Blockchain

#### *Reviewer for Journals (Reviewed over 70 papers since 2022)*

- Management Science (MSci)
- Information Systems Research (ISR)
- Management Information Systems Quarterly (MISQ)
- Production and Operations Management Journal (POM)
- Journal of Operations Management (JOM)

#### *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)
- Annual Business of Blockchain Technology Conference

#### *Referee of Best Student Paper Competition*

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

### **Services to the University, School, and Department**

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- Representative for Faculty Senate Council, Santa Clara University, 2022-2024
- Invite Speakers for the Department Seminar Series, Santa Clara University, 2022-
- Undergraduate Academic Advisor, 2022-

## References

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### **Anuj Kumar**

Professor

Information Systems and Operations Management  
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### **Liangfei Qiu**

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### **Hsing Kenneth Cheng**

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### **Xitong Li**

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