

# CSCRL SPRING SYMPOSIUM

DEMAND DRIVEN SUPPLY CHAINS

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SPEAKER BIO

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## JING GONG

ASSISTANT PROFESSOR

DEPARTMENT OF DECISION AND TECHNOLOGY ANALYTICS

LEHIGH UNIVERSITY | COLLEGE OF BUSINESS

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### SESSION TITLE

UBER MIGHT BUY ME A MERCEDES  
BENZ: HOW SHARING PLATFORMS  
REALLY WORK

Jing Gong joined Lehigh University in 2019 as an assistant professor in the Department of Decision and Technology Analytics. Her research focuses on empirical models to analyze firm and consumer behavior in online markets, with primary focuses in the areas of electronic commerce, digital marketing, and two-sided online markets (peer-to-peer platforms). Her research uses interdisciplinary approaches such as econometrics, Bayesian statistics, structural modeling, field experiment, and text analytics. Her work has appeared in journals including MIS Quarterly, Journal of Management Information Systems, and Journal of Retailing and several major conferences and workshops including International Conference on Information Systems (ICIS), Workshop on Information Systems Economics (WISE), Workshop on Information Technologies and Systems (WITS), Conference on Information Systems and Technology (CIST), HICSS, Marketing Science Conference, CODE@MIT, NBER Summer Institute, and China Summer Workshop on Information Management (CSWIM). She received Best Student Paper Award at CIST 2014 and Best Paper Award Nomination at CSWIM 2015. She obtained a Ph.D. Degree in Information Systems and Management from Carnegie Mellon University and Bachelor's Degree in Information Management and Information Systems from Tsinghua University in Beijing, China. Before joining Lehigh, she was a faculty member in the Fox School of Business at Temple University (2015-2019).

