Jing Gong

Department of Decision and Technology Analytics
College of Business and Economics, Lehigh University
621 Taylor Street, Bethlehem, Pennsylvania 18015
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ACADEMIC POSITION

Assistant Professor, College of Business and Economics, Lehigh University — July 2019 –

Assistant Professor, Fox School of Business, Temple University — July 2016 – June 2019

Instructor, Fox School of Business, Temple University — August 2015 – June 2016

EDUCATION

Heinz College, Carnegie Mellon University — Pittsburgh, PA
Ph.D. in Information Systems and Management — 2010 - 2016

School of Economics and Management, Tsinghua University — Beijing, China
Bachelor of Management in Information Management and Information Systems — 2006 - 2010
Excellent Graduate Award

University of Richmond — Richmond, VA
School of Business, Exchange Student — Fall 2008

RESEARCH INTERESTS

TOPICS	Economics of Information Systems, Digital Marketing, E-Commerce, Two-Sided Markets, Platform Economics, Online Labor Markets, Crowdfunding, Crowdsourcing, Business Analytics
METHODOLOGIES	Econometrics, Bayesian Statistics, Structural Modeling, Text Analytics, Field Experiment

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Jing Gong, Vibhanshu Abhishek, and Beibei Li (2018). "Examining the Impact of Keyword Ambiguity on Search Advertising Performance: A Topic Model Approach." *MIS Quarterly*, 42(3), pp. 805-829.
- 2014 Conference of Information Systems and Technology (CIST) **Best Student Paper Award**
- 2014 China Summer Workshop on Information Management (CSWIM) **Best Paper Award Nomination**

Jing Gong, Yili Hong, and Alejandro Zentner (2018). "Role of Monetary Incentives in the Digital and Physical Inter-Border Labor Flows." *Journal of Management Information Systems*, 35(3), pp. 866-899.

Jing Gong, Michael D. Smith, and Rahul Telang. (2015). "Substitution or Promotion? The Impact of Price Discounts on Cross-Channel Sales of Digital Movies." *Journal of Retailing*, 91(2), pp. 343-357.

PUBLICATIONS IN CONFERENCE PROCEEDINGS

Xi Wu, **Jing Gong**, Brad Greenwood, and Yiping Song (2019). "No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Market." 2019 Academy of Management Proceedings (accepted).

Jing Gong, Yili (Kevin) Hong, and Alejandro Zentner (2018). "Vanishing Borders in the Internet Age: The Income Elasticity of the Supply of Foreign Labor in Virtual versus Physical Markets." *2018 Proceedings of the Hawaii International Conference on System Sciences (HICSS-51)*, Hawaii.

Zuyin (Alvin) Zheng, **Jing Gong**, and Paul Pavlou (2017). "Investing or Gambling? Empirical Evidence on the Role of the Lottery in Reward-based Crowdfunding Platforms." *2017 Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.

Xue Guo, **Jing Gong**, and Paul Pavlou (2017). "Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets." *2017 Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.

Dimitrios Tsekouras, Ting Li, and **Jing Gong** (2017). "Onsite Retargeting: A Randomized Field Experiment." *2017 Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.

Shuting (Ada) Wang, Paul Pavlou, and **Jing Gong** (2016). "Monetary Incentives, Online Reviews, and Product Sales: An Empirical Investigation." *2016 Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.

Jing Gong, Vibhanshu Abhishek, and Beibei Li (2014). "Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance." *2014 Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.

PAPERS UNDER REVIEW

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase" (Under 3rd round review at *Management Science*).

Zuyin (Alvin) Zheng, **Jing Gong**, and Paul Pavlou. "On Using the Lottery in Crowdfunding Platforms: Implications for Project Success and Backer Behavior" (Invited for 3rd round major revision at *Information Systems Research*).

Jing Gong, Jayanthi Krishnan, and Yi Liang. **"**The JOBS Act and Securities-Based Crowdfunding by Startups" (Invited for 2nd round revision at *The Accounting Review*)

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal, "Competitive Poaching in Search Advertising: A Field Experiment." (Invited for 2nd round major revision at Information Systems Research).

Xi Wu, **Jing Gong**, Brad Greenwood, and Yiping Song, "No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Market." (Under review at *Manufacturing & Service Operations Management*)

Xue Guo, **Jing Gong**, and Paul Pavlou. "Enhancing Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Market" (Reject and resubmit at *Management Science*).

Shuting (Ada) Wang, Paul Pavlou, and **Jing Gong**. "On Monetary Incentives, Online Product Reviews, and Sales" (Reject and resubmit at *Management Science*).

WORKING PAPERS

Jing Gong. "A Two-Sided Matching Approach for Online Labor Platforms" (Solo author; Preparing for journal submission. Target: *Management Science*).

Xue Guo, **Jing Gong**, and Min-Seok Pang. "STEM OPT Extension and Employment of Information Technology Professionals" (Preparing for journal submission. Target: *Information Systems Research*).

Dimitrios Tsekouras, Ting Li, and **Jing Gong**. "Onsite Retargeting: A Large-Scale Randomized Field Experiment" (Preparing for journal submission. Target: *Information Systems Research*).

WORK IN PROGRESS

"Impact of Competing Store Opening on Multi-Channel Sales" (with Subodha Kumar and Sriram Narayanan. Stage: Drafting. Target: Top IS journal.)

"Contribution Status and Voluntary Contribution in Open Source Software Projects" (with Xi Wu and Paul Pavlou. Stage: data analysis. Target: top IS journal)

"Examining the Impact of Tax on Sharing Economy Platforms" (with Yang Yang. Stage: data analysis. Target: top IS journal).

"Impact of Airbnb on the Tourism Industry" (with Yang Yang. Stage: data analysis. Target: top IS journal).

CONFERENCE PRESENTATIONS

Xi Wu, **Jing Gong**, Paul Pavlou. "Contribution Status and Voluntary Contribution in Open Source Software Projects" *Statistical Challenges in Electronic Commerce Research (SCECR)*, Hong Kong, June 2019.

Xi Wu, **Jing Gong**, Brad Greenwood, and Yiping Song. "No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Market." *Utah Winter Conference on Business Analytics* (WCBA), Snbowbird, Utah, March 2019 (poster).

Xue Guo, **Jing Gong**, and Paul Pavlou. "Enhancing the "Call for Bids" to Improve Matching Efficiency in Online Labor Markets: Evidence from Freelancer.com." *Conference on Information Systems and Technology (CIST)*, Phoenix, AZ, November 2018.

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *Marketing Science Conference*, Philadelphia, PA, June 2018.

Bhattacharya, Siddharth, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *Statistical Challenges in Electronic Commerce Research (SCECR)*, Rotterdam, Netherlands, June 2018.

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea, December 2017.

Xue Guo, **Jing Gong**, and Paul Pavlou. "Enhancing the Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets." *Workshop on Information Technologies and Systems (WITS)*, Seoul, South Korea, December 2017.

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *CODE@MIT*, Cambridge, MA, October 2017.

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase." *INFORMS Annual Meeting*, Houston, TX, October 2017.

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *Conference on Information Systems and Technology (CIST),* Houston, TX, October 2017.

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase." *Conference on Information Systems and Technology (CIST),* Houston, TX, October 2017.

Zuyin (Alvin) Zheng, **Jing Gong**, and Paul Pavlou. "On Using the Lottery in Crowdfunding Platforms: "Crowding In" the Mass versus "Crowding Out" Success." *Conference on Information Systems and Technology (CIST)*, Houston, TX, October 2017.

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase." *NBER Summer Institute - Economics of Information Technology and Digitization Workshop*, Cambridge, MA, July 2017 (Poster presentation).

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase." *Platform Strategy Research Symposium*, Boston, MA, July 2017 (Poster presentation).

Zuyin (Alvin) Zheng, **Jing Gong**, and Paul Pavlou. "On Using the Lottery in Crowdfunding Platforms: "Crowding In" the Mass versus "Crowding Out" Success." *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Ho Chi Minh, Vietnam, June 2017.

Dimitrios Tsekouras, Ting Li, and **Jing Gong**. "Onsite Retargeting: A Large-Scale Randomized Field Experiment." *Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)*, Ho Chi Minh, Vietnam, June 2017.

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase." *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, June 2017.

Dimitrios Tsekouras, Ting Li, and **Jing Gong**. "Onsite Retargeting: A Large-Scale Randomized Field Experiment." *China Summer Workshop on Information Management (CSWIM)*, Nanjing, China, June 2017.

Jing Gong, Brad Greenwood, and Yiping Song. "Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Ridesharing Platforms and Vehicle Purchase." *Winter Conference on Business Analytics (WCBA)*, Salt Lake City, UT, March 2017.

Jing Gong. "Determinants of Matching in Online Labor Markets: A Structural Two-Sided Matching Model." *INFORMS Conference on Information Systems and Technology (CIST)*, Nashville, TN, November 2016 (Poster presentation).

Xue Guo, **Jing Gong**, and Paul Pavlou. "Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Markets." *INFORMS Annual Conference*, Nashville, TN, November 2016.

Jing Gong. "A Structural Two-Sided Matching Model of Online Labor Markets." *Platform Strategy Research Symposium*, Boston, MA, July 2016 (Poster presentation).

Jing Gong. "A Structural Two-Sided Matching Model of Online Labor Market." *Marketing Science Conference*, Shanghai, China, June 2016.

Jing Gong. "The Impact of IT-Enabled Globalization: A Structural Two-Sided Matching Model of Online Labor Market." *Workshop on Information Technologies and Systems (WITS)*, Dallas, TX, December 2015.

Jing Gong, Vibhanshu Abhishek, and Beibei Li. "Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance." *Conference of Information Systems and Technology (CIST)*, San Francisco, CA, November 2014 (**Best Student Paper Award)**.

Jing Gong, Vibhanshu Abhishek, and Beibei Li. "Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance." *China Summer Workshop on Information Management (CSWIM)*, Chengdu, China, June 2014 (**Best Paper Award Nomination)**.

Jing Gong, Vibhanshu Abhishek, and Beibei Li. "Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach." *Marketing Science Conference*, Atlanta, GA, June 2014.

Jing Gong, Vibhanshu Abhishek, and Beibei Li. "Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach." *Winter Conference on Business Intelligence (WCBI)*, Salt Lake City, UT, February 2014.

Jing Gong, Michael D. Smith, and Rahul Telang. "Pricing and Promotions in Digital Channels: Measuring Sales Response to Price Discounts and Promotional Placements." *Workshop on Information Systems and Economics (WISE)*, Milan, Italy, December 2013.

INVITED TALKS

Enhancing Call for Bids to Improve Matching Efficiency: Evidence from Online Labor Market

- University of Minnesota, Minneapolis, MN, April 2019

IT and Labor

- LinkedIn, Sunnyvale, CA, December 2018

Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach

- Chinese University of Hong Kong, Hong Kong, China, February 2015
- Singapore Management University, Singapore, February 2015
- Indiana University, Bloomington, IN, February 2015
- University of Maryland, College Park, MA, February 2015
- Northwestern University, Evanston, IL, February 2015
- Hong Kong University of Science and Technology, Hong Kong, China, January 2015
- Michigan State University, East Lansing, MI, January 2015
- University of California, Irvine, Irvine, CA, January 2015
- Temple University, Philadelphia, PA, January 2015

TEACHING EXPERIENCE

Instructor (Temple University)

MIS2402 Data-Centric Application Development (Undergraduate Level)	Fall 2018, Spring 2019
MIS2502 Data Analytics (Undergraduate Level)	Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018

Workshop

Python and Web Data Extraction Workshop, Fox School of Business, Temple University	May 2016

Recitation Leader (Carnegie Mellon University)

Exploring and Visualizing Data (Master Level)	Spring 2014
Statistics for IT Managers (Master Level)	Summer 2014
Statistical Theory for Social and Policy Analysis (PhD Level)	Fall 2011, Fall 2012, Fall 2013

Teaching Assistant (Carnegie Mellon University)

Advanced Business Analytics (Master Level)	Spring 2013, Spring 2014, Spring 2015
Digital Marketing Analytics (Master Level)	Spring 2014, Spring 2015
Marketing and Digital Strategy (Master Level)	Spring 2015
Digital Transformation (Master Level)	Fall 2013, Fall 2014
Interactive Marketing (Master /Undergraduate Level)	Spring 2013
Introduction to Database Management (Master Level)	Fall 2012
Introduction to Econometric Theory (Ph.D. Level)	Spring 2012

Guest Lecturer

Applied Econometrics (Ph.D. Level), University of Texas at Dallas	Spring 2018
Marketing I (Undergraduate Level), Carnegie Mellon University	Summer 2014
Introduction to Database Management (Master Level), Carnegie Mellon University	Spring 2012

AWARDS AND FUNDING

Faculty Merit Award for the 2017-2018 Academic Year	2019
Faculty Merit Award for the 2016-2017 Academic Year	2018
Faculty Merit Award for the 2015-2016 Academic Year	2017
14th Young Scholars Interdisciplinary Funding ($3000 + $4000)	2017

13th Young Scholars Interdisciplinary Funding ($1500 + $2000)	2016
12th Young Scholars Interdisciplinary Funding ($3000)	2015
Best Student Paper Award, Conference of Information Systems and Technology (CIST)	2014
CMU Graduate Student Association / Provost Conference Funding ($500)	2014
Best Paper Award Nomination, China Summer Workshop on Information Management (CSWIM)	2014
Excellent Graduate Award, Tsinghua University	2010
COSL Scholarship for Excellent Student, Tsinghua University	2009
Fellowship for Exchange Students, University of Richmond	2008
Excellent Student Leader, Tsinghua University	2008
First Prize in Summer Social Practice, Tsinghua University	2008
Zhenggeru Scholarship for Excellent Student, Tsinghua University	2007, 2008
Outstanding Freshman Scholarship, Tsinghua University	2006
Top 5 in College Entrance Exam in Hunan Province, China (No. 1 in the City of Xiangtan)	2006
Excellent Student Award of Hunan Province, China	2006

SERVICE

Temple University Service

Departmental

Coordinator for Fox MIS Seminar Series, August 2017 – May 2019

Faculty Hiring Committee, 2018-2019

Course Coordinator, MIS 2502 Data Analytics, April 2017 – May 2018

MIS Awards Coordinator, January 2017 – April 2017

Member of Departmental Merit Committee, 2016, 2017, 2018

Interviewing prospective PhD students, 2016, 2017, 2018

School Service

Member, Faculty Development Committee, 2018-2019 AY

Evaluation Committee for Young Scholars Interdisciplinary Forum, April 2017, October 2017

Faculty Representative for Fox Open House, October 2016

Evaluation Committee for PhD Student Research Competition, October 2016

PhD Student Advising

Xue Guo (4th year PhD student, general advisor/co-author)

Xi Wu (2nd year PhD student, general advisor/co-author)

Professional Service

Associate Editor

International Conference of Information Systems (ICIS), 2017, 2019

Reviewer

Journals: Management Science, MIS Quarterly, Information Systems Research, Production and Operations Management, INFORMS Journal of Computing, Journal of Management Information Systems, International Journal of Electronic Commerce, Information and Management

Conferences: International Conference of Information Systems (ICIS), Conference on Information Systems and Technology (CIST), Hawaii International Conference on System Sciences (HICSS), China Summer Workshop on Information Management (CSWIM)

Program Committee

Conference on Information Systems and Technology (CIST), 2016, 2017, 2018

Workshop on Information Technologies and Systems (WITS), 2016, 2017, 2018

Session Chair

INFORMS Annual Meeting, 2017

China Summer Workshop on Information Management (CSWIM), 2017

Marketing Science Conference, 2016

Discussant

China Summer Workshop on Information Management (CSWIM), 2017

PROFESSIONAL MEMBERSHIP

Association for Information Systems (AIS)	2014 - Present
The Institute for Operations Research and the Management Sciences (INFORMS) (Information Systems Society, Society for Marketing Science)	2014 - Present

COMPUTER SKILLS

DATABASE	SQL (MySQL, MS SQL Server, MS Access), SAS
PROGRAMMING LANGUAGE	Python, R, JavaScript, C, C++, Perl, PHP, HTML/CSS
STATISTICAL SOFTWARE	R, Stata, SAS, MATLAB, Mathematica