

Jian Tang (jtang04@syr.edu)

Education

PhD, Information Science and Technology, Syracuse University, 2009–2014, Syracuse, USA.

Dissertation: The influences of atmospheric cues on consumer behavioral intentions: An affordance perspective (Advisor: Dr. Ping Zhang, Committee members: Dr. Jason Dedrick, Dr. Yang Wang, Dr. Philip Fei Wu)

M. Phil, Information Science and Technology, Syracuse University, 2009–2013, Syracuse, USA

Bachelor of Management, Information Management and Information Systems, Renmin University of China, 2005–2009, Beijing, China

Research Interests

1. Social media, social shopping
2. Human-computer interaction
3. Motivations of user behaviors

Publications

Journal Publications

1. Prestopnik, N.R. & **Tang, J.** (Forthcoming). Points, Stories, Worlds, and Diegesis: Comparing Player Experiences in Two Citizen Science Games, *Computers in Human Behavior*(SSCI).
2. **Tang, J.**, Zhang, P., & Wu, P.P. (2015). Categorizing Consumers' Online Behavioral Responses toward Online Advertising, *Information Systems Frontiers*, 17(3), 513-552 (SCI/SCIE).
3. Zhao, Y. C., Liu, J., **Tang, J.**, & Zhu, Q. (2013). Conceptualizing Perceived Affordances in Social Media Interaction Design. *Aslib Proceedings*, 65(3), 289-303. (SSCI/ SCIE)
4. Dedrick, J., **Tang, J.**, & Kraemer, K. (2012). China's indigenous innovation policy: Impacts on multinational R&D, *IEEE Computer* 45(11), 70-78. (SCI/SCIE)
5. **Tang, J.** (2008). Evaluation of The Quality of Digital Information Based on FAHP Method (Chinese), *Archives Science Bulletin*, pp.76-81. (CSSCI)

Conference Proceedings

6. Wang, Y., Li, Y., & **Tang, J.** "Magical Tool for Hook-up?" Demystifying WeChat Usage: Motivations to Use, Privacy Concerns, and Social Capital, *ACM Conference on Human Factors in Computing Systems (CHI) Work-in-progress*, 2015
7. **Tang, J.** & Zhang, P. (2013), Forced or Inspired: Understanding Consumers' Cognitive Appraisals and Behavioral Responses towards Online Advertising, *Proceedings of the pre-ICIS 2013 Workshop on HCI Research in MIS*, December,

Milan, Italy (**Acceptance rate: 33%**).

8. **Tang, J.** & Zhang, P. (2013). *Consumer Behaviors in Social Shopping Sites: A Multi-Dimensional Perspective*, *Proceedings of the Seventh China Summer Workshop on Information Management (CSWIM)*, June 2013, Tianjin, China.
9. **Tang, J.**, Zhang, P., & Wu, P.P. (2013). Passive or Active: Understanding Consumers' Behavioral Responses to Online Advertising, *Proceedings of 2013 Pacific Asia Conference on Information Systems (PACIS)* (*Acceptance rate: 46.1%, CPCI indexed*).
10. Curty, R., & **Tang, J.** (2012). Someone's Loss might be Your Gain: A Case of Negative Results Publications in Science, *Proceedings of the ASIS&T 75th Annual Meeting*, October 26-23, 2012, Baltimore, USA.
11. **Tang, J.**, Zhao, Y., & Zhang, P. (2012). Moderating effects of perceived affordances on users' adaptive media use, *Proceedings of the iConference*, Feb 7-10, 2012, Toronto, Canada. (**Acceptance rate: 32%**).
12. **Tang, J.**, Zhao, Y., & Zhang, P. (2011). Perceived Affordances of Web Advertisements: Implications for Information Artifacts Design, *Proceedings of the Fifth China Summer Workshop on Information Management (CSWIM)*, June 2011, Harbin, China.
13. **Tang, J.** & Zhang, P. (2010), Media Selection Preferences of US College Students: Empirical Evidence and A Proposed Research Model, *Proceedings of China Summer Workshop on Information Management (CSWIM)*, June 2010, Wuhan, China.

Working-in-Progress:

1. **Tang, J.** & Zhang, P. Investigating the influences of atmospheric cues on consumer behavioral intentions (Targeting *MIS Quarterly* (SSCI))
2. **Tang, J.** & Zhang, P. A framework for theory development in social commerce research: An integrative perspective (Targeting *Journal of the Association for Information Systems*(SSCI))
3. **Tang, J.** & Zhang, P. A comparison of linear and nonlinear models on investigating consumer behavioral intentions (Targeting *Information Systems Research* (SSCI))
4. **Tang, J.** & Zhang, P. Two Sides of a Coin: A Framework for Consumers' Behavioral Responses to Online Advertising (Targeting *MIS Quarterly* (SSCI))
5. **Tang, J.** & Zhang, P. Demystifying Uses' Behavioral Directions toward Environmental Stimuli: A bipolar or an orthogonal relationship (Targeting *Electronic Commerce Research and Applications* (SSCI))

Research Experience

Syracuse University, NY

1. Aug. 2012–Present, *Evaluation of online advertisements*, Prof. Ping Zhang and Prof. Philip Fei Wu
 - Participate in qualitative and quantitative data analysis

- Leading author of a conference paper and a journal paper
 - Co-work on a second journal paper
2. Nov. 2014–Present, *Emotion Map: Investigating Emotion Regulation with Mobile Apps*, Prof. Yun Huang
 - Participate in designing focus group protocol
 - Collaborate on a conference paper
 3. Jan. 2013–Sep. 2014, *Motivation and Privacy Concern of Mobile-based Social Networking Apps*, Prof. Yang Wang
 - Participated in survey design and data analysis
 - Co-worked on conference publication
 4. Aug. 2012–Dec. 2013, *Socially Intelligent Computing to Support Citizen Science (SOCS) (NSF Funded)*, Prof. Kevin Crowston, Prof. Nathan Prestopnik, and Prof. Jun Wang
 - Co-work on a journal paper
 - Designed experiment protocol and collected data
 5. Jan. 2013–Jun. 2013, *Visual Interaction in Online Settings (VISIOS) (NSF funded)*, Prof. Jennifer Stromer-Galley
 - Participated in experiment design
 - Conducted experiments in lab setting
 6. Sep. 2010–Dec. 2011, Research practicum, *Motivational Supports and Information Needs of Young Innovators*, Prof. Ruth Small
 - Reviewed literature about motivations and information needs of young innovators
 - Drafted a survey for children who have been successful innovators
 7. Sep. 2009–May. 2011, Research assistant, *China Information Industry Policies*, Prof. Jason Dedrick
 - Co-authored a journal publication
 - Studied the development of R&D activities in China
 - Collected data about the development of information industry and analyzed IT policies in China
 8. Sep. 2009–May. 2010, Research practicum, *Identifying US College Students' Social Needs and Means*, Prof. Ping Zhang
 - Participated in research design, focus group study, data collection and data analysis
 - Co-authored a paper based on the focus group data

Teaching Experience

Syracuse University, NY

1. Aug. 2014–Dec. 2014 Teaching Assistant: IST 654 Information Systems Analysis, Prof. Ping Zhang (Graduate)
2. Jan. 2014–May. 2014 Teaching Assistant: *IST 400/600: Introduction to Scripting Foundation (Python)*, Prof. Paul Morarescu (Graduate & Undergraduate)
3. Aug. 2013–Dec. 2013 Teaching Assistant: *IST 718 Advanced Analytics in Big Data*, Prof. Paul Morarescu (Graduate)
4. Jan. 2011–May, 2011 Teaching Assistant: *IST 444 Information Reporting and*

- Presentation*, Prof. Susan Bonzi (Undergraduate)
5. Jan. 2010–May, 2011 Teaching Assistant: *IST 755 Strategic Management of Information Resources*, Prof. Jason Dedrick (Master program capstone course)
 6. Sep. 2010–Dec. 2010 Teaching Assistant, *IST 359 Introduction to Information Management Systems*, Prof. Bei Yu (Undergraduate)
 7. Jan.2010–May. 2010 Teaching Assistant, *IST 668 Literacy through School Libraries*, Prof. Renee F. Hill (Graduate)
 8. Sep. 2009–Dec.2009 Teaching Assistant: *IST 676 Digital Libraries (Online)*, Prof. Jill Hurst-Wahl (Graduate)

Awards

- 2015, All-University Doctoral Prize for the Information Science & Technology Program, Syracuse University, NY
- 2009–2014, Tuition Scholarships from the School of Information Studies, Syracuse University, NY
- 2009–2013, Graduate Scholarship from China Scholarship Council, Beijing
- 2009, Graduate with honors, Renmin University of China, Beijing
- 2006–2007, 2007–2008 Fellowship for Excellent Student of Renmin University of China, Beijing
- 2008, third-class winner, Technology Innovation Competition of Renmin University of China, Beijing

Academic Services

- Managing Editor, 2011–Jun. 2013, *AIS Transactions on Human-Computer Interaction*
- Program committee:
 - International Conference on Electronic Commerce (2014)
 - SIGHCI Pre-ICIS HCI/MIS Workshop (2012, 2013)
- Reviewer:
 - Electronic Commerce Research and Applications (2014)
 - International Journal of Information Systems and Management (2014)
 - SIGHCI Pre-ICIS HCI/MIS Workshop (2012, 2013)
 - AMCIS, SIGHCI sponsored Interface Design, Evaluation, and Impact mini-track (2013, 2015)
 - iConference (2011, 2012, 2013)
- Doctoral Student Representative, 2010-2011, Doctoral Program Committee, School of Information Studies, Syracuse University
- Doctoral Student Representative, 2009-2010, Faculty Meeting Committee, School of Information Studies, Syracuse University