

Qian TANG

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Education

PhD, University of Texas at Austin, United States of America, 2013
Master of Science, University of Texas at Austin, United States of America, 2012
Master in Mgmt Science & Engineering, Tsinghua University, China, 2008
Bachelor of Science, Tsinghua University, China, 2006

Academic Appointments

Associate Professor of Information Systems, School of Computing and Information Systems, SMU, Jan 2022 - Present
Assistant Professor of Information Systems, School of Computing and Information Systems, SMU, Jul 2013 - Dec 2021
Assistant Instructor, McCombs School of Business, University of Texas, United States of America, Aug 2012 - Dec 2012

Academic Administrative Positions

Member, School of Computing and Information Systems, Office of the President, SMU, Sep 2025 - Present

Awards and Honors

SYLFF Doctoral Fellowship for International Research, UT Austin, 2013
University Continuing Fellowship, UT Austin, 2012
McCombs School of Business Dean's Fellowships, UT Austin, 2008

RESEARCH

Research Interests

Social media and social networks
 Crowdsourcing and crowdfunding
 Ecommerce and online word of mouth
 Online and offline markets
 Economics of IS
 Internet security

Publications

Journal Articles [Refereed]

Impact of original versus reposted social endorsements on content consumption: The moderating role of endorsers' network characteristics, by ZHAO, Anqi; TANG, Qian. (2026). *Information & Management: The International Journal of Information Systems Theories and Applications*, 63 (1), (Advance Online)

The value of official website information in the credit risk evaluation of SMEs, by JIANG, Cuiqing; YIN, Chang; TANG, Qian; WANG, Zhao. (2023). *Journal of Business Research*, 169 1-19. <https://doi.org/10.1016/j.jbusres.2023.114290> (Published)

Dynamic inventory system with pricing adjustment for price-comparison shoppers, by CHEN, Wen; KATEHAKIS, Michael; TANG, Qian. (2023). *Applied Stochastic Models in Business and Industry*, 39 (2), 251-287. <https://doi.org/10.1002/asmb.2737> (Published)

Investigating the Effects of Dimension-Specific Sentiments on Product Sales: The Perspective of Sentiment Preferences, by JIANG, Cuiqing; WANG, Jianfei; TANG, Qian; LYU, Xiaozhong. (2021). *Journal of the Association for Information Systems*, 22 (2), 459-489. <https://doi.org/10.17705/1jais.00668> (Published)

Inter-Retailer Channel Competition: Empirical Analyses of Store Entry Effects on Online Purchases, by TANG, Qian; LIN, Mei; KIM, Youngsoo. (2021). *Production and Operations Management*, 30 (8), 2547-2563. <https://doi.org/10.1111/poms.13394> (Published)

How do monetary incentives influence giving? An empirical investigation of matching subsidies on kiva, by GAO, Zhiyuan; GUO, Zhiling; TANG, Qian. (2022). *Information Systems and E-Business Management*, 20 (2), 1-22. <https://doi.org/10.1007/s10257-021-00515-6> (Published)

Do Reputational Sanctions Deter Negligence in Information Security Management? A Field Quasi-Experiment, by TANG, Qian; WHINSTON, Andrew B.. (2020). *Production and Operations Management*, 29 (2), 410-427. <https://doi.org/10.1111/poms.13119> (Published)

Triadic Closure, Homophily, and Reciprocation: An Empirical Investigation of Social Ties Between Content Providers, by SONG, Tingting; TANG, Qian; HUANG, Jinghua. (2019). *Information Systems Research*, 30 (3), 912-926. <https://doi.org/10.1287/isre.2019.0838> (Published)

Two Formulas for Success in Social Media: Learning and Network Effects, by QIU, Liangfei; TANG, Qian; WHINSTON, Andrew B.. (2015). *Journal of Management Information Systems*, 32 (4), 78-108. <http://dx.doi.org/10.1080/07421222.2015.1138368> (Published)

The influence of online word-of-mouth on long tail formation, by GU, Bin; TANG, Qian; WHINSTON, Andrew B.. (2013). *Decision Support Systems*, 56 474-481. <https://doi.org/10.1016/j.dss.2012.11.004> (Published)

Content Contribution for Revenue Sharing and Reputation in Social Media: A Dynamic Structural Model, by TANG, Qian; GU, Bin; WHINSTON, Andrew B.. (2012). *Journal of Management Information Systems*, 29 (2), 41-76. <https://doi.org/10.2753/MIS0742-1222290203> (Published)

An e-commerce performance assessment model: Its development and an initial test on e-commerce applications in the retail sector of China, by HUANG, Jinghua; JIANG, Ximin; TANG, Qian. (2009). *Information & Management: The International Journal of Information Systems Theories and Applications*, 46 (2), 100-108. <http://dx.doi.org/10.1016/j.im.2008.12.003> (Published)

Book Chapters

Leveraging analytics to enhance the impact of telehealth, by TANG, Qian; ZHAO, Anqi. (2026). In LAM, Shao Wei Sean; KUMAR, Ashish; ONG, Eng Nock Marcus (Ed.), *Healthcare analytics in practice* World Scientific. <https://www.worldscientific.com/worldscibooks/10.1142/14374#t=aboutBook> (Forthcoming)

Conference Proceedings

Physician-patient interactions in online healthcare communities: The effects of preconsultation on service delivery and patient satisfaction, by ZHAO, Anqi; TANG, Qian. (2024.0). *17th China Summer Workshop on Information Management: CSWIM 2024: June 29-30, Xiamen, China: Proceedings*, (pp. 574-579) Xiamen, China: CSWIM. (Presented)

Is pre-consultation conducted by the assistant physician effective in improving online healthcare service quality and satisfaction?, by ZHAO, Anqi; TANG, Qian. (2023.0). *ICIS 2023 Proceedings: Hyderabad, December 10-13*, India: ICIS. <https://aisel.aisnet.org/icis2023/ishealthcare/ishealthcare/18> (Published)

The effect of online follow-up services on offline and online physician demand: Evidence from chronic disease physicians, by ZHAO, Anqi; TANG, Qian; GAO, Yang. (2023.0). *Pacific Asia Conference on Information Systems PACIS 2023: Nanchang, July 8-12: Proceedings*, Nanchang: PACIS. <https://aisel.aisnet.org/pacis2023/92/> (Published)

Examining the impact of citation network embeddedness on crowdsourced idea refinement: the moderating role of idea breadth and depth, by MACK, Vincent Z. W.; ZHOU, Yimei; TANG, Qian

. (2022.0). *Proceedings of the 2022 International Conference on Information Systems (ICIS), Copenhagen, Denmark, December 9-14*, Copenhagen: AIS. https://aisel.aisnet.org/icis2022/sharing_econ/sharing_econ/9/ (Published)

Channel integration services in online healthcare communities, by ZHAO, Anqi; TANG, Qian. (2021.0). *Proceedings of 42nd International Conference on Information Systems, ICIS 2021, Austin, Texas, December 12-15*, (pp. 1-18) Austin, Texas: (Published)

Semantic and network evolution in crowdsourced idea refinement, by MACK, Vincent; TANG, Qian. (2020.0). *Proceedings of International Conference on Information Systems 2020 (ICIS 2020) ; India, Dec 13-16, 2020.*, Virtual conference: (Published)

Online content consumption: Social endorsements, observational learning and word-of-mouth, by TANG, Qian; SONG, Tingting; QIU, Liangfei; AGARWAL, Ashish. (2020.0). *Proceedings of 16th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR) 2020, Virtual Conference, June 18-19*, (pp. 1-18) Virtual Conference: (Presented)

Online content consumption: Social endorsements, observational learning and word-of-mouth, by TANG, Qian; SONG, Tingting; QIU, Liangfei; AGARWAL, Ashish. (2019.0). *ICIS 2019 Proceedings: Munich, Germany, December 15-18*, (pp. 1-17) Illinois: AIS. (Published)

Cross-promotion in social media: Choosing the right allies, by SONG, Tingting; TANG, Qian. (2015.0). *PACIS 2015 Proceedings*, (pp. 1-16) Illinois: AIS. (Published)

Showrooming vs. competing: How does brand selection matter?, by TANG, Qian; LIN, Mei. (2015.0). *CSWIM 2015: Proceedings of the 9th China Summer Workshop on Information Management: June 27-28, 2015, Hefei, China*, (pp. 162-167) Hefei, China: CSWIM. (Published)

Improving Internet security through mandatory information disclosure, by TANG, Qian; WHINSTON, Andrew B.. (2015.0). *2015 48th Hawaii International Conference on System Sciences HICSS: 5-8 January, Kauai, HI: Proceedings*, (pp. 4813-4823) Los Alamitos, CA: IEEE Computer Society. <https://doi.org/10.1109/HICSS.2015.572> (Published)

Reputation as public policy for Internet security: A field study, by TANG, Qian; LINDEN, Leigh L.; QUARTERMAN, John S.; WHINSTON, Andrew B.. (2012.0). *International Conference on Information Systems ICIS 2012 Proceedings: December 16-19, Orlando, FL*, (pp. 1-16) Atlanta, GA: AIS. (Published)

Reputation as public policy for Internet security, by Linden, Leigh L.; Quarterman, John S.; TANG, Qian; ; Whinston, Andrew B.. (2012.0). *TPRC 2012 Papers: Research Conference on Communication, Information and Internet Policy, September 21-23, 2012, Arlington, VA*, (pp. 1-10) Arlington, VA: TPRC. (Published)

Content contribution in social media: The case of YouTube, by TANG, Qian; GU, Bin; WHINSTON, Andrew B.. (2012.0). *2012 Hawaii International Conference on System Sciences 45th HICSS: Maui, HI, January 4-7: Proceedings*, (pp. 4476-4485) Los Alamitos, CA: IEEE Computer Society.
<https://doi.org/10.1109/HICSS.2012.181> (Published)

Content contribution under revenue sharing and reputation concern in social media: The case of YouTube, by TANG, Qian; GU, Bin; WHINSTON, Andrew. (2011.0). *International Conference on Information Systems (ICIS), 4-7 December 2011, Shanghai: Proceedings*, (pp. 799-814) Red Hook, NY: Curran Associates. (Published)

Conference Papers

The effect of online follow-ups on offline appointments and online consultations: Evidence from chronic disease physicians, by ZHAO, Anqi; TANG, Qian; GAO, Yang. (2025.0). *The 15th Annual Conference on Health IT and Analytics (CHITA2025), April 26-27, Austin, TX.* (Presented)

How do online healthcare platforms shape physician-patient interactions? Effects of crowdsourcing preconsultation on service delivery and patient satisfaction, by TANG, Qian; ZHAO, Anqi; ZHANG, Han. (2025.0). *The 15th Annual Conference on Health IT and Analytics (CHITA 2025), April 26-27, Austin, TX.* (Presented)

How does combining old and new ideas drive product innovation success? Evidence from the movie industry, by LIAW, Shao Yi; TANG, Qian. (2024.0). *The Workshop on E-Business (2024) : Bangkok, Thailand, December 14, Bangkok, Thailand.* (Presented)

How reviews for online healthcare services affect physician performance? , by ZHAO, Anqi; TANG, Qian; GAO, Yang. (2024.0). *The Workshop on E-Business (2024) : Bangkok, Thailand, December 14, Bangkok, Thailand.* (Presented)

Distant feedback in crowdsourcing innovation: The moderating role of ideator response and assimilation, by ZHOU, Yimei; MACK, Vincent; TANG, Qian; KE, Ping Fan. (2024.0). *The Workshop on E-Business (WeB) 2024, Bangkok, Thailand, December 14, Bangkok, Thailand.* (Presented)

The effect of online follow-up services on offline and online physician demand : Evidence from chronic disease physicians, by ZHAO, Anqi; TANG, Qian; GAO, Yang. (2023.0). *Conference on Information Systems and Technology (CIST 2023) : Phoenix, Arizona, USA, October 14-15, Phoenix, Arizona, U.S.* (Presented)

The effect of online follow-up service on online and offline physician demand: Evidence from chronic disease, by ZHAO, Anqi; TANG, Qian; GAO, Yang. (2022.0). *Symposium on Statistical Challenges in Electronic Commerce Research, SCECR 2022, Madrid June 21-22, Madrid, Spain.* (Presented)

Does monetary incentive increase microfinance lending? An empirical study of matching gift programs on Kiva, by GAO, Zhiyuan; GUO, Zhiling; TANG, Qian. (2019.0). *Symposium on Statistical Challenges in Electronic Commerce Research 15th SCER 2019, June 10-13, Hong Kong.* (Published)

A dynamic structural model of content contribution and provider learning, by SONG, Tingting; TANG, Qian. (2018.0). *Symposium on Statistical Challenges in E-Commerce Research (SCECR), Rotterdam, Netherlands, 2018 June 18-19, Rotterdam, Netherlands.* (Presented)

Content diffusion and cross-platform content sharing in social media, by TANG, Qian; QIU, Liangfei. (2017.0). *Workshop on Information Technologies and Systems, Seoul, South Korea, 2017 December 14-15, Seoul, South Korea.* (Presented)

Achieving social media success through strategic networking: Empirical evidence from the YouTube provider network, by SONG, Tingting; TANG, Qian; HUANG, Jinghua. (2017.0). *Symposium on Statistical Challenges in E-Commerce Research SCECR 2017, June 26-28, Ho Chi Minh City, Vietnam.* (Presented)

Two formulas for success in social media: Social learning and network effects, by QIU, Liangfei; TANG, Qian; Whinston, Andrew B.. (2013.0). *Workshop on Information Systems and Economics, 19-20 December, Milan, Milan, Italy.* (Presented)

Improving internet security through social information and social comparison: A field quasi-experiment, by TANG, Qian; LINDEN, Leigh L.; QUARTERMAN, John S.; WHINSTON, Andrew. (2013.0). *Workshop on the Economics of Information Security 12th WEIS 2013, June 11-12, Washington, DC.* (Presented)

Reputation building in online social media: An exploratory study on YouTube, by TANG, Qian; GU, Bin;

WHINSTON, Andrew B.. (2010.0). *Workshop on E-Business (WEB) 2010*, St. Louis, MO. (Presented)

Papers Submitted for Review

Working Papers

Cross-platform interactions: Interplay of content views and word-of-mouth with social endorsements, by TANG, Qian; SONG, Tingting; QIU, Liangfei; Agarwal, Ashish. (Submitted)

Research Grants

Singapore Management University

Detering Cybersecurity Threats through Internet Topology, Law Enforcement and Technical Mitigation, National Cybersecurity R&D (NCR) Programme, National Research Foundation (NRF) , PI (Project Level): WANG Qihong , Co-PI (Project Level): Qian TANG, 2016, S\$399,960

New idea success in online platforms: A knowledge network perspective, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Qian TANG, 2025, S\$142,690

Online and Offline Channel Integration in Healthcare Services, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Qian TANG, 2021, S\$249,666

Investigating Cross-Platform Impacts on Content Diffusion in Social Media: Evidence from YouTube and Twitter, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): Qian TANG, 2017, S\$39,968

TEACHING

Courses Taught

Singapore Management University

Undergraduate Programmes :

- Computational Thinking and Programming
- Information Systems and Innovation
- Introduction to Programming

Postgraduate Research Programmes :

- Empirical Research Project 1
- Empirical Research Project 2
- Empirical Research Project 3
- Empirical Research Project 4
- Introductory Research Project

THESES AND DISSERTATIONS

Theses and Dissertations Assessed

Singapore Management University

Committee Member, "From Digital Traces to Marketing Insights: Recovering Consumer Preferences for Digital Entertainment Services and Online Shopping", Dissertation by HOANG AI PHUONG, PhD in Information Systems, Singapore Management University, 2018

UNIVERSITY SERVICE

Singapore Management University

School representative, the University Tribunal, Sep 2025 - Present

Committee Member, SIS Dean's Evaluation Committee, Jul 2020 - Jun 2024

Committee Member, Faculty Senate, Jul 2019 - Jun 2021

EXTERNAL SERVICE – PROFESSIONAL

Editor Associate Editor, Information & Management, 2024 - Present

Committee Chair, INFORMS eBusiness section, 2024

Track Organizer, 2024 Pacific Asia Conference on Information Systems, 2024

Reviewer Journal Article, Management Science, 2018 - Present

Committee Member, Conference on Information Systems and Technology (CIST), 2017 - Present

Editor Associate Editor, International Conference on Information Systems (ICIS), 2017 - Present

Reviewer Journal Article, MIS Quarterly, 2015 - Present

Reviewer Journal Article, Information Systems Research, 2014 - Present

International Journal of Electronic Commerce, 2012 - Present

Reviewer Journal Article, Journal of Management Information Systems, 2012 - Present

Reviewer Journal Article, Decision Support Systems, 2009 - 2017