Jing Gong

Associate Professor of Commerce
McIntire School of Commerce, University of Virginia
140 Ruppel Dr, Charlottesville, VA 22903
Email: fnh9zj@virginia.edu

ACADEMIC POSITION

Associate Professor of Commerce, McIntire School of Commerce, University of Virginia   July 2022 –

Assistant Professor, College of Business, Lehigh University   August 2019 – June 2022

Visiting Assistant Professor, College of Business, Lehigh University   July 2019 – August 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, Crowdfunding, Online Labor Markets, Crowdsourcing, Business Analytics, Public Policy
METHODOLOGIES	Econometrics, Bayesian Statistics, Structural Modeling, Machine Learning, Text Analytics, Field Experiment

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Jing Gong, Brad Greenwood, and Yiping Song (2022) "An Empirical Investigation of Ridesharing and New Vehicle Purchase." *Manufacturing & Service Operations Management* (accepted).

Xi Wu, **Jing Gong**, Brad Greenwood, and Yiping Song (2022) "The Effect of Early Electric Vehicle Subsidies on the Automobile Market." *Journal of Public Policy & Marketing* (forthcoming).

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal (2022), "Competitive Poaching in Search Advertising: Two Randomized Field Experiments." *Information Systems Research*, 33(2), pp. 599-619.

Jing Gong, Jayanthi Krishnan, and Yi Liang (2022). "Securities-Based Crowdfunding by Startups: Does Auditor Attestation Matter?" *The Accounting Review*, 97(2), pp. 213-239.

Jing Gong, Paul Pavlou, and Zuyin (Alvin) Zheng (2021). "On the Use of Probabilistic Uncertain Rewards on Crowdfunding Platforms: The Case of the Lottery," *Information Systems Research*, 32(1), pp. 115-129.

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.

WORKING PAPERS

Xue Guo, **Jing Gong**, and Min-Seok Pang. "Creation or Destruction? STEM OPT Extension and Employment of Information Technology Professionals" (Revising for 3rd round review at *MIS Quarterly*).

Dimitrios Tsekouras, Ting Li, and **Jing Gong**. "Are You Still Interested in This Item? Field Evidence on the Effectiveness of Onsite Retargeting" (Revising for 2nd round review at *MIS Quarterly*).

Jing Gong, Yi Liang, and Narayan Ramasubbu. "IT Diversification, Adverse Environmental Shocks, and Firm Performance" (Revising for 3rd round review at *Journal of Management Information Systems*).

Xue Guo, **Jing Gong**, and Paul Pavlou. "Enhancing the "Call for Bids" to Improve Matching Efficiency in Online Labor Markets" (Revising for 2nd round review at *Production and Operations Management*).

Jing Gong. "A Two-Sided Matching Approach for Online Labor Platforms".

Jing Gong, Sriram Narayanan, and Subodha Kumar. "Impact of Competing Store Opening in an Omnichannel Setting: An Empirical Analysis."

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

PUBLICATIONS IN CONFERENCE PROCEEDINGS

Xue Guo, **Jing Gong**, and Min-Seok Pang (2019). "Creation or Destruction? STEM OPT Extension and Employment of Information Technology Professionals." *2019 Proceedings of the International Conference on Information Systems (ICIS)*, Munich, Germany.

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, Boston, MA.

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.

CONFERENCE PRESENTATIONS

Jing Gong, Sriram Narayanan and Subodha Kumar. "Impact of Competing Store Opening in an Omnichannel Setting: An Empirical Analysis." *Conference on Information Systems and Technology (CIST)*, Newport Beach, CA, October 2021.

Siddharth Bhattacharya, **Jing Gong**, and Sunil Wattal. "Competitive Poaching in Search Advertising: A Field Experiment." *Conference on the Digital Economy (CODE)*, Hyderabad, India, December 2019.

Xi Wu, **Jing Gong**, Brad N Greenwood, Yiping Song. "No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Markets." Australian & New Zealand Academy of Management (ANZAM), Queensland, New Zealand, December 2019.

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 N Greenwood, Yiping Song. "No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Markets." IMS-FIPS Workshop, Shanghai, China, 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

Creation or Destruction? STEM OPT Extension and Employment of Information Technology Professionals

- University of Virginia, Charlottesville, VA, November 2021

Uber Might Buy Me a Mercedes Benz: How Sharing Platforms Really Work

- CSCRL Fall Forum, Lehigh University, Bethlehem, PA, November 2020

Uber Might Buy Me a Mercedes Benz: An Empirical Investigation of Sharing Platforms and Durable Goods Purchase

- Lehigh University, Bethlehem, PA, November 2019

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

MEDIA MENTIONS

"STEM OPT Program Also Helps U.S. Domestic Workers, New Study Finds." Poets & Quants, June 30, 2020

"Jing Gong: Are Foreign STEM Workers Hurting U.S. Job Market?" Lehigh Business Magazine, October 27, 2020

"Will Uber Buy Me A Benz?" Verge, Fox School, Temple University, June 6, 2019

TEACHING EXPERIENCE

Instructor (University of Virginia)

COMM4559 New Course - Data Exploration and Visualization with R (Undergraduate Level)   Fall 2022

COMM3220 Database Management Systems and Business Intelligence (Undergraduate Level)   Spring 2023

Instructor (Lehigh University)

BIS044 Business Analytics I (Undergraduate Level)   Spring 2020 - Spring 2022

Instructor (Temple University)

MIS2402 Data-Centric Application Development (Undergraduate Level)   Fall 2018 - Spring 2019

MIS2502 Data Analytics (Undergraduate Level)   Fall 2015 - Spring 2018

Workshop

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

Teaching Assistant (Carnegie Mellon University)

Statistical Theory for Social and Policy Analysis (PhD Level)   Fall 2011, Fall 2012, Fall 2013

Introduction to Database Management (Master Level)	Fall 2012
Introduction to Econometric Theory (Ph.D. Level)	Spring 2012
Interactive Marketing (Master /Undergraduate Level)	Spring 2013
Advanced Business Analytics (Master Level)	Spring 2013, Spring 2014, Spring 2015
Digital Transformation (Master Level)	Fall 2013, Fall 2014
Exploring and Visualizing Data (Master Level)	Spring 2014
Digital Marketing Analytics (Master Level)	Spring 2014, Spring 2015
Statistics for IT Managers (Master Level)	Summer 2014
Marketing and Digital Strategy (Master Level)	Spring 2015

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

Lehigh University COVID-Related Faculty Caregiver Grant ($2000)	2021
Lehigh University Sloan Research Grant ($6000)	2019
Temple University Faculty Merit Award	2017, 2018, 2019
Temple University 14th Young Scholars Interdisciplinary Funding ($3000 + $4000)	2017
Temple University 13th Young Scholars Interdisciplinary Funding ($1500 + $2000)	2016
Temple University 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

Lehigh University Service

Departmental Service

Director, Undergraduate Business Information Systems and Business Analytics Programs, Spring 2022

Co-Director, Business Analytics Certificate Program, Fall 2021 – Fall 2022

Course Coordinator, BIS044 Business Analytics I, Spring 2020 – Spring 2022

Chair, Faculty Search Committee – Professor of Practice in BIS, Fall 2020 – Spring 2021

College Service

Member, College Policy Committee, Fall 2021 – Spring 2022

Temple University Service

Departmental Service

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

Member, 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, Fall 2018 – Spring 2019

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

Doctoral Student Advising

Shuting (Ada) Wang, Dissertation Committee member, PhD in Business Administration with a concentration on Management Information Systems, Temple University, graduated in 2019 (Assistant Professor, Baruch College).

Carla Cabarle, Dissertation Committee member, Executive DBA, Temple University, graduated in 2019 (Assistant Professor, Stockton University)

Xingbo (Simon) Hu, Dissertation Committee External Reader, PhD in Business Administration with a concentration in Sport, Tourism and Hospitality Management, graduated in 2020 (Assistant Professor, City University of Macau).

Xue Guo, 1st year / 3rd year / job market paper, graduated in 2020, Temple University (Assistant Professor, University of North Carolina at Charlotte).

Siddharth Bhattacharya, 1st year / job market paper, Temple University, graduated 2021 (Assistant Professor, George Mason University).

Zuyin Zheng, Dissertation Committee member, PhD Business Administration with a concentration in Management Information Systems (Assistant Professor, Renmin University of China).

Xi Wu, 1st year paper, Temple University.

Professional Service

Associate Editor

International Conference of Information Systems (ICIS), 2017, 2019, 2020, 2021, 2022

Reviewer

Journals: MIS Quarterly, Information Systems Research, Management Science, Production and Operations Management, INFORMS Journal of Computing, Journal of Management Information Systems, Journal of the Association for Information Systems, International Journal of Electronic Commerce, Information and Management, Journal of Operations 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, 2019, 2020, 2021, 2022

Workshop on Information Technologies and Systems (WITS), 2016, 2017, 2018, 2019, 2020

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