

Xiao Fang

Alfred Lerner College of Business and Economics
University of Delaware
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EDUCATION

- 2003** **Ph.D.** in Management Information Systems
Minor in Computer Science
University of Arizona, Tucson, Arizona
- 1996** **B.S.** (1993) **M.S.** (1996) in Management Information Systems
Fudan University, Shanghai, China

EXPERIENCE

University of Delaware, Lerner College of Business and Economics and Institute for Financial Services Analytics, Newark, DE

- Professor with Tenure, 2018 –
- JPMorgan Chase Fellow, 2015 –
- Associate Professor with Tenure, 2015 – 2018
- Founding Council Member, Data Science Institute, 2018 –
- Affiliated Faculty, Department of Electrical and Computer Engineering, College of Engineering, 2015 –

University of Utah, David Eccles School of Business, Salt Lake City, UT

- Associate Professor with Tenure, 2014 – 2015
- David Eccles Emerging Scholar, 2013 – 2015
- Assistant Professor, 2009 – 2014

University of Toledo, College of Business Administration, Toledo, OH

- Associate Professor with Tenure, June 2009
- Assistant Professor, 2003 – 2009

IBM Silicon Valley Lab, San Jose, CA

- Research Intern, May 2001 – August 2001

RESEARCH

Research Interests

- Method Area:* Machine Learning, Optimization
- Applied Area:* Business Analytics, Social Network Analytics, Financial Technology

Publications in Refereed Journals

1. He, J., **Fang, X.**, Liu, H., Li, X. 2018. Mobile App Recommendation: An Involvement-Enhanced Approach. *MIS Quarterly*, forthcoming.
2. **Fang, X.**, and Hu, P. 2018. Top Persuader Prediction for Social Networks. *MIS Quarterly* 42 (1), pp. 63-82.
3. Li, Z., **Fang, X.**, and O. R. Liu Sheng. 2018. A Survey of Link Recommendation for Social Networks: Methods, Theoretical Foundations, and Future Directions. *ACM Transactions on Management Information Systems* 9 (1) Lead Article.
4. Hu, P., Hu, H., and **Fang, X.** 2017. Examining the Mediating Roles of Cognitive Load and Performance Outcomes in User Satisfaction with a Website: A Quasi-Field Experiment. *MIS Quarterly* 41 (3), pp. 975-987.
5. Li, Z.*, **Fang, X.***, Bai, X. and O. R. Liu Sheng. 2017. Utility-based Link Recommendation for Online Social Networks. *Management Science*, 63(6), pp. 1938-1952. (*Equal contribution).
6. **Fang, X.**, Liu Sheng, O. R., and P. Goes. 2013. When Is the Right Time to Refresh Knowledge Discovered from Data? *Operations Research*, 61(1), pp. 32-44.
7. **Fang, X.**, Hu, P., Li, Z., and W. Tsai. 2013. Predicting Adoption Probabilities in Social Networks. *Information Systems Research*, 24(1), pp. 128-145.
8. **Fang, X.** 2013. Inference-based Naïve Bayes: Turning Naïve Bayes Cost-sensitive. *IEEE Transactions on Knowledge and Data Engineering*, 25(10), pp. 2302-2313.
9. **Fang, X.**, Hu, P., Chau, M., Hu, H., Yang, Z. and Liu Sheng, O. R. 2012. A Data-driven Approach to Measure Website Navigability. *Journal of Management Information Systems*, 29(2), pp. 173-212.
10. Sundararaghavan, P. S., Kunnathur, A., and **Fang, X.** 2010. Sequencing Questions to Ferret out Terrorists: Models and Heuristics. *Omega*, 38(1-2), pp. 12-19.
11. Lu, Y., Chau, M., **Fang, X.**, and Yang, C. C. 2009. Characteristics of Character Usage in Chinese Web Searching. *Information Processing and Management*, 45(1), pp. 115-130.
12. **Fang, X.**, and Rachamadugu, R. 2009. Policies for Knowledge Refreshing in Databases. *Omega*, 37(1), pp. 16-28.
13. Zhang, J., **Fang, X.**, and Liu Sheng, O. R. 2007. Online Consumer Search Depth: Theory and New Findings. *Journal of Management Information Systems*, 23(3), pp. 71-95.
14. Chau, M., **Fang, X.**, and Yang, C. C. 2007. Web Searching in Chinese: A Study of a Search Engine in Hong Kong. *Journal of the American Society for Information Science and Technology*, 58(7), pp. 1044-1054.
15. Chau, M., **Fang, X.**, and Liu Sheng, O. R. 2007. What Are People Searching on Government Web Sites? A Study of Utah.gov. *Communications of the ACM*, 50(4), pp. 87-92.
16. **Fang, X.**, Chau, M., and Liu Sheng, O. R. 2007. ServiceFinder: A Method Towards Enhancing E-service Portals. *ACM Transactions on Information Systems*, 25(4) Article 17.
17. **Fang, X.**, Liu Sheng, O. R., Gao, W., and Iyer, B. 2006. A Data Mining Based Prefetching Approach to Caching For Network Storage Systems. *INFORMS Journal on Computing*, 18(2), pp. 267-282.
18. Chau, M., **Fang, X.**, and Liu Sheng, O. R. 2005. Analyzing the Query Logs of a Website Search Engine. *Journal of the American Society for Information Science and Technology*, 56(13), pp. 1363 – 1376.

19. **Fang, X.**, and Liu Sheng, O. R. 2004. LinkSelector: A Web Mining Approach to Hyperlink Selection for Web Portals. *ACM Transactions on Internet Technology*, 4(2), pp. 209-237.

Refereed Book Chapters

1. Chau, M., Lu, Y., **Fang, X.**, and Yang, C. C. 2008. Processing and Analysis of Search Query Logs in Chinese. In B. J. Jansen, A. Spink & I. Itaksa (Eds.), *Handbook of Web Log Analysis*. Hershey, PA: IGI.

Refereed Conference Proceedings

1. Xie, J., Liu, X., Zeng, D. **Fang, X.** 2017. Understanding Reasons for Medication Nonadherence: An Exploration in Social Media Using Sentiment-Enriched Deep Learning Approach. *Proceedings of the 36th International Conference on Information Systems (ICIS 2017): Data Science Track, Seoul, Korea*.
2. **Fang, X.** 2008. Optimal Knowledge Refreshing Policies. *Proceedings of the Northeast Decision Science Institute 2008 Annual Meeting, New York, NY*. (Best Research Paper Award)
3. **Fang, X.**, Chau, M., Hu, P., Yang, Z. and Liu Sheng, O. R. 2006. Web-Mining-Based Objective Metrics for Measuring Website Navigability. *Proceedings of the 27th International Conference on Information Systems (ICIS 2006): Design Science Track, Milwaukee, Wisconsin*.
4. Lu, Y., Chau, M., **Fang, X.**, and Yang, C. C. Analysis of the Bilingual Queries in a Chinese Web Search Engine. *Proceedings of the Fifth Workshop on E-Business (WEB 2006), Milwaukee, Wisconsin*.
5. Lu, Y., Chau, M., and **Fang, X.** 2006. Mining the Query Logs of a Chinese Web Search Engine for Character Usage Analysis. *Proceedings of the Pacific Asia Conference on Information Systems (PACIS 2006), Kuala Lumpur, Malaysia*.
6. **Fang, X.**, and Liu Sheng, O. R. 2005. Designing a Better Web Portal for Digital Government: a Web-mining Based Approach. *Proceedings of the 2005 National Conference on Digital Government Research, DG.O 2005, Atlanta, Georgia*.
7. **Fang, X.**, Liu Sheng, O. R., Iyer, B., and Gao, W. 2001. NetShark – A Caching Based Geographically Distributed Network Storage System. *Proceedings of the 11th Workshop on Information Technology and Systems (WITS 2001), New Orleans, Louisiana*. (Best Paper Nominee)
8. **Fang, X.**, and Liu Sheng, O. R. 2000. A Monitoring Algorithm for Incremental Association Rule Mining. *Proceedings of the 10th Workshop on Information Technology and Systems (WITS 2000), Brisbane, Australia*.

TEACHING

Doctoral Level

FSAN 831, Data Science, Spring 2016, Fall 2017.

FSAN 850, Social Network Analytics, Spring 2018.

Master Level

MISY 631, Data Mining for Business Analytics, Spring 2017, Spring 2018.

Undergraduate Level

MISY 330, Database Design and Implementation, Spring 2016, Spring 2017.

PROFESSIONAL SERVICE

Editorial Board

Associate Editor, MIS Quarterly, 2017 –
Editor Board Member, Journal of Business Analytics, 2018 –
Associate Editor, Decision Sciences, 2015 – 2017
Associate Editor, Information and Management, 2013 – 2015

Conference Organization

Review Co-Chair, Workshop on Information Technologies and Systems (WITS), 2018.
Steering Committee Member, INFORMS Workshop on Data Science, 2017 –.
Founding Co-Chair, INFORMS Workshop on Data Science, 2017.
Co-Chair, Data Science and Business Analytics Track, International Conference on Information Systems (ICIS), 2016.
Mentor, Post-ICIS MIS Quarterly Reviewer Development Workshop, 2016, 2018
Co-Chair, Utah Winter Conference on Business Intelligence, 2014, 2015.
Co-Chair, China Summer Workshop on Information Management (CSWIM), 2015.
Organizing Committee Member and Session Chair, Utah Winter Conference on Business Intelligence, 2010 – 2013.
Associate Editor, International Conference on Information Systems (ICIS), 2009, 2011.
Track Co-chair, Pacific Asia Conference on Information Systems (PACIS), 2010, 2011.
Committee Member, Taiwan Summer Workshop on Information Management (TSWIM), 2016.
Committee Member, Workshop on Information Technologies and Systems (WITS), 2005 – 2015.
Committee Member, International Conference on Electronic Commerce (ICEC), 2009, 2014.
Committee Member, Workshop on E-Business (WEB), 2005 – 2008.
Committee Member, China Summer Workshop on Information Management (CSWIM), 2007, 2008.
Committee Member, IEEE 2006 TENCON Conference, 2006.

ACADEMIC HONORS AND AWARDS

Lerner College Outstanding Scholar Award, University of Delaware, 2017.
Accounting & MIS Department Excellence in Research Award, University of Delaware, 2017.
INFORMS ISS Design Science Award, 2016.
JPMorgan Chase Fellow, 2015 –
David Eccles Emerging Scholar, University of Utah, 2013 – 2015.
University Incentive Seed Grant, University of Utah, 2012.
Outstanding Faculty, presented by the students of Operations and Information Systems, University of Utah, 2011.
Most Influential Teacher, recognized by the Master of IS program, University of Utah, 2010.
Outstanding Junior Researcher, College of Business Administration, University of Toledo, 2008.
Robert Pearson Memorial Award for the Best Contribution to Theory, Northeast Decision Science Institute, 2008.

University Summer Research Awards and Fellowships, University of Toledo, 2007.

IBM Ph.D. Fellowship, 2001 – 2003.

Best Paper Nominee, Workshop on Information Technology and Systems (WITS), 2001.

DISSERTATION COMMITTEE CHAIR

Nan Wu, Kexin Yin, Hongzhe Zhang, Xiaohang Zhao, in progress, University of Delaware

Zhepeng (Lionel) Li, University of Utah, defended August 2013.

- Placement: Assistant Professor, Schulich School of Business, York University, Canada