

# Ran (Alan) Zhang

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## Education

<b>University of California, Irvine, Paul Merage School of Business</b> Ph.D. in Information Systems	2017
<b>Iowa State University, Ivy College of Business</b> Master in Information Systems	2011

## Research Area

Business Data Analytics, Economics of Information Systems, Digital Markets and Digital Platforms, Healthcare Services, Pricing Strategy, Electronic Commerce, and Social Media.

## Forthcoming in Elite Journal

Shivendu, Shivendu., Zhang, (Alan) Ran. (Authorship in alphabetical order) “The Impact of Digitization on Content Markets: Prices, Profit, and Social Welfare,” *forthcoming in MIS Quarterly*

## Selected Working Papers

1. “An Interaction Analysis of Social Media and Traditional Platforms in the Consumer Purchasing Funnel”.
2. “Bundling Add-on Goods in a Vertically Differentiated Duopoly”.
3. “Altruism, Reputation Building, and Financial Incentive, Two Natural Experiments on Online Healthcare Services”.
4. “What is your data strategy? The Strategic Interactions in Data-Driven Advertising”.
5. “An Empirical Analysis of the Incentivized Contributions on the Subsequent User Generated Contents”.

## Peer-Reviewed Conferences Proceedings:

1. “Gauge the Effects of Targeted Advertising along the Consumer Funnel,” with Zantedeschi, D., Shivendu, S. *Proceedings of Hawaii International Conference on System Sciences (HICSS)*, 2019, Maui, HI.

2. "The More, the Better? The Impact of Data Analytics and Data Provisioning on Publisher Competition," with Zhang, X., Yue, W., and Yu, Y. *Proceedings of International Conference on Information Systems (ICIS)*, 2020, India.
3. "What is Your Data Strategy? The Strategic Interactions in Data-Driven Advertising," with Zhang, Xin., Yue, W., and Yu, Y. *Proceedings of International Conference on Information Systems (ICIS)*, 2019, Munich, Germany.
4. "The Impact of Digitization on Information Goods Pricing Strategy." with Shivendu, S. *Proceedings of the Twenty-second Americas Conference on Information Systems (AMCIS)*, 2016, San Diego, CA.
5. "The Economics of Pricing Add-on Products under Duopoly Competition.", with Choudhary, V. *Proceedings of the Twenty-second Americas Conference on Information Systems (AMCIS)*, 2016, San Diego, CA.
6. "An Interaction Analysis of Social Media and Traditional Platforms in the Consumer Purchasing Funnel," with Zantedeschi, D., Shivendu, S.
  - a. *Production and Operations Management Society (POMS)*, 2016, Orlando, FL.
  - b. *Big Data and Marketing Analytics Conference (BDMAC)*, 2016, University of Chicago, IL
7. "Bundling Add-on Goods with Information Goods," with Choudhary, V. *Conference on Information Systems and Technology (CIST)*, 2015, Philadelphia, PA.
8. "Optimal Content-medium Pricing Strategy under Duo-medium Access," with Shivendu, S. *Conference on Information Systems and Technology (CIST)*, 2015, Philadelphia, PA.

## Teaching Experience:

City University of Hong Kong

Instructor, *Business Data Analytics*, postgraduate core

Instructor, *Blockchain Technology and Business Applications*, postgraduate elective

California State Polytechnic University, Pomona

Instructor, *Database Design and Development*, undergraduate core

## Professional Service

**Associate Editor:** International Conference on Information Systems (*ICIS*), Munich, Germany 2019; International Conference on Information Systems (*ICIS*), Hyderabad, India 2020

**Reviewer:** *MIS Quarterly*, *Management Science*, *ISR*, International Conference on Information Systems (*ICIS*), Conference on Information Systems and Technology (*CIST*), Hawaii International Conference on System Sciences (*HICSS*).