

Fang Fang

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RESEARCH INTERESTS

- Economics of Information Systems, Mechanism Design, and Product Differentiation
- Supply Chain Information Coordination, Contract Design under information asymmetry
- Information Economies, Prediction Markets, and Rational Expectations Equilibrium
- Competitive Strategies, Game Theory, Industrial Organization

EDUCATION

Doctor of Philosophy (Management Science and Information Systems), 2005
McCombs School of Business, the University of Texas at Austin

Master of Science (Control Theory and Control Engineering), 2001
Tsinghua University, Beijing, China

Bachelor of Engineering (Automation), 1999
Tsinghua University, China

TEACHING and PROFESSIONAL EXPERIENCE

- *Assistant Professor, California State University San Marcos, San Marcos, CA, 2005-present.*

Course taught: Data Analysis (BUS 304), Introduction to MIS (HTM 304), and System Analysis and Design (HTM 425).

Faculty Advisor for Senior Experience Projects (BUS 493): *supervised 4 consulting projects with local San Diego companies (e.g. Qualcomm - MediaFLO USA Inc., SpaceMicro Inc., Northwestern Mutual San Diego, and Skyline San Diego)*

- *Teaching Assistant and Guest Lecturer, The University of Texas at Austin, 2002-2005.*

Guest Lecturer for Introduction to Electronic Commerce, Decision Support Systems, and Data Communication.

RESEARCH: Patent Application(s)

1. "System and Method for Providing and Managing a Betting-based Market" (Docket Number: ABW0001US).

RESEARCH: Journal Publications

1. “Collective Outsourcing to Market (COM): -- A Market-based Framework for Information Supply Chain Outsourcing”, with Zhiling Guo and Andrew Whinston, forthcoming in *Journal of the Association for Information Systems*.
2. “An Economic Mechanism for Better Internet Security”, with Xia Zhao and Andrew Whinston, forthcoming in *Decision Support Systems*.
3. “Putting Your Money Where Your Mouth Is – A Betting Platform for Better Prediction” with Maxwell B. Stinchcombe and Andrew B. Whinston, *Review of Network Economics*, Vol. 6, No. 2, June 2007.
4. “Option Contracts and Capacity Management – Enabling Price Discrimination under Demand Uncertainty,” with Andrew B. Whinston, *Production and Operations Management*, Vol. 16, No. 1, Jan-Feb 2007.
5. “Reengineer the Internet for Better Security”, with Manoj Parameswaran, Xia Zhao, and Andrew B. Whinston, *IEEE Computer*, Vol. 40, No. 1, January 2007.
6. “Supply Chain Information Sharing in a Macro Prediction Market,” with Zhiling Guo and Andrew B. Whinston, *Decision Support Systems*, Vol. 42, No. 3, December 2006.
7. “The Impact of Mediation Service on Consumer-to-Consumer Auction Market,” with Xia Zhao and Andrew B. Whinston, *International Journal of Electronic Commerce*, Vol. 10, No. 3, Spring 2006.

RESEARCH: Selected Conference Proceedings and Presentations

1. “Certifying Service Providers for Better Security”, *proceedings of the 16th Annual Workshop on Information Technologies & Systems (WITS)*, Milwaukee, WI, 2006.
2. “Collective Outsourcing to Market – A Market-based Framework for Supply Chain Information Outsourcing”, *proceedings of the fourth annual CABIT Symposium*, Phoenix, AZ, 2006.
3. “Toward a More Secure Internet: An Economic Mechanism for Certification of Providers”, *proceedings of the 4th Workshop on e-Business (WeB)*, Las Vegas, NV, 2005.
4. “On Profitability and Efficiency of Wireless Mesh Networks”, *proceedings of the 15th Annual Workshop on Information Technologies & Systems (WITS)*, Las Vegas, NV, 2005.
5. “Putting Your Money where Your Mouth is – Information Elicitation Mechanism Design when Agents Privately Know Their Quality of Information”, presented at *the 16th Annual Workshop on Info. Sys. & Economics (WISE)*, College Park, MD, 2004.

Research: Selected working papers

1. “Acquiring and Aggregating Costly Information from Sources of Differing Quality”, with Maxwell Stinchcombe and Andrew B. Whinston: *to be submitted to Journal of Economic Theory*.
2. “Where is the Manual? – A feature analysis for product release strategy”, with Xiaohui (Eva) Xu.

3. “Strategic Alternative Sourcing and Market Competitiveness”, with Xiaohui (Eva) Xu.
4. “Online or Offline? – A Profit Analysis for Video Game Releasing Strategies”, with Yi Sun and Jack Leu.
5. “The Limited Liability Effect with a B2B Exchange Market”, with Dan Lin, Xiaohui (Eva) Xu, and Andrew B. Whinston.
6. “Contracting to assure connectivity – Optimal contract design in the wireless mesh network for residential Internet access,” with Lili Qiu and Andrew Whinston
7. “Contract Design for Supply Chain Time Coordination”, with Anant Balakrishnan and Andrew B. Whinston
8. “Mechanism Design on the 3rd Layer for P2P Streaming Media Content Distribution”, with Manoj Parameswaran, and Andrew B. Whinston

SPECIAL AWARDS AND HONORS

1. William S. Livingston Graduate Fellowship (university wide competition), The University of Texas at Austin, 2004-2005
2. Dean’s Fellowship, McCombs School of Business, The University of Texas at Austin, Summer 2004
3. McCombs School of Business Fellowship, The University of Texas at Austin, 2002-2003
4. Preemptive Recruitment Fellowship, The University of Texas at Austin, 2001-2002
5. Scholarship for Prominent Graduate, Tsinghua University, 1999-2000
6. Honor as Prominent Graduate Student, Tsinghua University, 1999
7. Excellent Student Scholarship, Tsinghua University, 1994-1999

SCHOOL COMMITTEE SERVICES

Committee member: *Undergraduate Curriculum Committee (College of Business Administration), Student Affairs Committee (University Level), and Student Grievance Committee (University Level).*

SCHOLARLY ACTIVITIES

Associate Editor: *Decision Support Systems*

Member of *Association of Information Systems (AIS)* and *INFORMS*

Reviewer: *Information Systems Research, Decision Support Systems, Production and Operations Management, Journal of Organizational Computing and Electronic Commerce, Journal of Information Technology and Management, and International Journal of Electronic Commerce* etc.

Session Chair: *POMS 2008, La Jolla, May 2008*