

# Wei Wang/王伟

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## EDUCATION

- Ph.D. School of Economics and Management, Tongji University, Shanghai, China, 2012-2016  
M.S. College of Business Administration, Huaqiao University, Quanzhou, China, 2005-2008  
B.S. Business School, Huaqiao University, Quanzhou, China, 2001-2005

## GRANTS

### Selected Grants

Principal Investigator, The Impact of Interactive Short Text on Investment Intention and Financing Performance of Online Entrepreneurship Projects: A Linguistic Perspective, NSFC, 480,000CNY.

Principal Investigator, The Impact of Text Language Features on the Financing Effectiveness of Crowdfunding Projects: Based on Text Mining, NSFC, 170,000CNY.

## RESEARCH AREAS

- FinTech&Crowds: Crowdfunding, Citizen Science, User Engagement, Generative AI.  
Data Analytics: Text Mining, Personalized Recommendation.  
Online Learning: MOOCs, Mobile Learning.

## PUBLICATIONS

### Journal Articles

- 2024 **王伟**, 李莹, 刘海王, 郭丽环, 王洪伟. 科学方法论对公众科学参与意愿的影响. *科学学研究*, 2024, 42(3): 469-483. (DOI: 10.16192/j.cnki.1003-2053.20230417.002)
- 2024 **王伟**, 刘海王, 王洪伟, 郭丽环. 科研项目价值导向对公众参与意愿的影响. *科研管理*, 2024, 45(3): 94-104. (DOI: 10.19571/j.cnki.1000-2995.2024.03.010)
- 2023 **Wei Wang**, Haiwang Liu, Yenchun Jim Wu, Mark Goh. Disconfirmation Effect on Online Reviews and Learner Satisfaction Determinants in MOOCs. *Education and Information Technologies*, 2023, 28, 15497-15521. (DOI: 10.1007/s10639-023-11824-3)
- 2023 Shiqin Chen, Hongwei Wang, Yulin Fang, **Wei Wang**. Informational and emotional appeals of cover image in crowdfunding platforms and the moderating role of campaign outputs. *Decision Support Systems*, 2023, 171, 113975. (DOI: 10.1016/j.dss.2023.113975)

- 2023 孙锐, 朱秋华, **王伟**, 唐文龙, 周颖芮, 韦志颖. 言行不一? 态度元认知视角下在线用户“隐私悖论”研究: ERPs 证据. *南开管理评论*, 2023, 26(06): 235-248. (DOI: 12.1288.F.20220901.1145.002)
- 2023 **王伟**, 赵勇勇, 王洪伟, 郭丽环. 投资者经验对在线融资项目融资绩效的影响: 未来流行度和项目声望的中介作用. *中国管理科学*, 2023, 31(8): 9-21. (DOI: 10.16381/j.cnki.issn1003-207x.2020.1747)
- 2023 **Wei Wang**, Yongyong Zhao, Yenchun Jim Wu, Mark Goh. Factors of Dropout From MOOCs: A Bibliometric Review. *LIBRARY HI TECH*, 2023, 41(2): 432-453. (DOI: 10.1108/LHT-06-2022-0306)
- 2023 **Wei Wang**, Yongyong Zhao, Yenchun Jim Wu, Mark Goh. Does endorsement rhetoric matter in citizen science?. *International Journal of Science Education Part B-Communication and Public Engagement*, 2023, 13(2): 170-193. (DOI: 10.1080/21548455.2022.2152295)
- 2023 **Wei Wang**, Yongyong Zhao, Yenchun Jim Wu, Mark Goh. Interaction strategies in online learning: Insights from text analytics on iMOOC. *Education and Information Technologies*, 2023, 28: 2145-2172. (DOI: 10.1007/s10639-022-11270-7)
- 2022 **王伟**, 郭丽环, 何翎, Kevin Zhu, 王洪伟. 众筹项目的个性化推荐: 考虑本地偏好的协同过滤算法. *管理工程学报*, 2022, 36(2): 204-214. (DOI: 10.13587/j.cnki.jieem.2022.02.018)
- 2022 **Wei Wang**, Yuting Xu, Yenchun Jim Wu, Mark Goh. Linguistic Information Distortion on Investment Decision Making in the Crowdfunding Market. *Management Decision*, 2022, 60(3): 648-672. (DOI: 10.1108/MD-09-2020-1203)
- 2022 Xicheng Yin, Kevin Zhu, Hongwei Wang, Jiaping Zhang, **Wei Wang**, Heng Zhang. Motivating Participation in Crowdsourcing Contests: The Role of Instruction-writing Strategy. *Information & Management*, 2022, 59(3): 103616. (DOI: 10.1016/j.im.2022.103616)
- 2022 **Wei Wang**, Yuting Xu, Yenchun Jim Wu, Mark Goh. Linguistic Understandability, Signal Observability, Funding Opportunities, and Crowdfunding Campaigns. *Information & Management*, 2022, 59(2): 103591. (本文获得 2023 年福建省第十五届社会科学优秀成果奖三等奖; DOI: 10.1016/j.im.2022.103591)
- 2022 **Wei Wang**, Lihuan Guo, Yenchun Jim Wu, Mark Goh, Shouyi Wang. Content-oriented or Persona-oriented? A Text Analytics of Endorsement Strategies on Public Willingness to Participate in Citizen Science. *Information Processing & Management*, 2022, 59(2): 102832. (DOI: 10.1016/j.ipm.2021.102832)
- 2022 **Wei Wang**, Lihuan Guo, Yenchun Jim Wu. The Merits of a Sentiment Analysis of Antecedent Comments for the Prediction of Online Fundraising Outcomes. *Technological Forecasting and Social Change*, 2022, 174: 121070. (DOI: 10.1016/j.techfore.2021.121070)
- 2021 **王伟**, 郭丽环, 周飞, 衣长军, 王洪伟. 背书人社会角色对众筹科学融资绩效的影响. *科学学研究*, 2021, 39(10): 1736-1747. (DOI: 10.16192/j.cnki.1003-2053.20210826.001)
- 2021 **王伟**, 高宁, 郭丽环, 林伟滨, 王洪伟. 公众科学项目预算对公众参与意愿的影响.

- 科学学研究, 2021, 39(2): 199-211. (DOI: 10.16192/j.cnki.1003-2053.20200930.002)
- 2021 **Wei Wang**, Ling He, Yenchun Jim Wu, Mark Goh. Signaling Persuasion in Crowdfunding Entrepreneurial Narratives: The Subjectivity vs Objectivity Debate. *Computers in Human Behavior*, 2021, 114: 106576. (DOI: 10.1016/j.chb.2020.106576)
- 2020 **王伟**, 何翎, Kevin Zhu, 孙锐, 王洪伟. 更新信号的阶段性融资效应: 基于众筹市场的跨类别实证研究. *中国管理科学*, 2020, 28(11): 155-166. (DOI: 10.16381/j.cnki.issn1003-207x.2020.11.016)
- 2020 李治, 孙锐, **王伟**, 袁圆. 采用监督信号的供应链内部知识转移激励机制. *中国管理科学*, 2020, 28(9): 106-114. (DOI: 10.16381/j.cnki.issn1003-207x.2020.09.011)
- 2020 Xicheng Yin, Hongwei Wang, **王伟**, Kevin Zhu. Task recommendation in crowdsourcing systems: A bibliometric analysis. *Technology in Society*, 2020, 63: 101337. (DOI: 10.1016/j.techsoc.2020.101337)
- 2020 **Wei Wang**, Wei Chen, Kevin Zhu, Hongwei Wang. Emphasizing the Entrepreneur or the Idea? The Impact of Text Content Emphasis on Investment Decisions in Crowdfunding. *Decision Support Systems*, 2020, 136: 113341. (本文获得 2021 年福建省第十四届社会科学优秀成果奖三等奖; DOI: 10.1016/j.dss.2020.113341)
- 2020 **Wei Wang**, Hongsheng Zheng, Yenchun Jim Wu. Prediction of Fundraising Outcomes for Crowdfunding Projects based on Deep Learning: A Multimodel Comparative Study. *Soft Computing*, 2020, 24(11): 8323-8341. (DOI: 10.1007/s00500-020-04822-x)
- 2019 **Wei Wang**, Lihuan Guo, Ling He, Yenchun Jim Wu. Effects of Social-interactive Engagement on the Dropout Ratio in Online Learning: Insights from MOOC. *Behaviour & Information Technology*, 2019, 38(6): 621-636. (DOI: 10.1080/0144929X.2018.1549595)
- 2019 **Wei Wang**, Lihuan Guo, Rui Sun. Rational Herd Behavior in Online Learning: Insights from MOOC. *Computers in Human Behavior*, 2019, 92: 660-669. (DOI: 10.1016/j.chb.2017.10.009)
- 2018 **王伟**, 郭丽环, 王洪伟. 融资人、项目内容和交互信息对融资的影响——基于公众科学平台的实证研究. *科学学研究*, 2018, 36(5): 868-883. (DOI: 10.16192/j.cnki.1003-2053.2018.05.012)
- 2017 **Wei Wang**, Kevin Zhu, Hongwei Wang, Yen-Chun Jim Wu. The Impact of Sentiment Orientations on Successful Crowdfunding Campaigns through Text Analytics. *IET Software*, 2017, 11(5):229-238. (DOI: 10.1049/iet-sen.2016.0295)
- 2017 孟园, 王洪伟, **王伟**. 网络口碑对产品销量的影响: 基于细粒度的情感分析方法. *管理评论*, 2017, 29(1):144-154. (DOI: 10.14120/j.cnki.cn11-5057/f.2017.01.015)
- 2017 **王伟**, Wei Chen (陈伟), Kevin Zhu (祝效国), 王洪伟. 众筹项目的个性化推荐: 面向稀疏数据的二分图模型. *系统工程理论与实践*, 2017, 37(4):1011-1023. (DOI: 10.12011/1000-6788(2017)04-1011-13)
- 2017 Xie K, Kwok L, **Wei Wang**. Monetizing Managerial Responses on TripAdvisor: Performance Implications Across Hotel Classes. *Cornell Hospitality Quarterly*, 2017, 58(3): 240-252. (DOI: 10.1177/19389655166861)

- 2017 Xie K, Kwok L, **Wei Wang**. Joint Effects of Management Responses and Online Reviews on Hotel Financial Performance: A Data-analytics Approach. *International Journal of Hospitality Management*, 2017, 62: 101-110. (DOI: 10.1016/j.ijhm.2016.12.004)
- 2016 **王伟**, 王洪伟. 面向竞争力的特征比较网络: 情感分析方法. *管理科学学报*, 2016, 19(9): 109-126. (<http://jmsc.tju.edu.cn/jmsc/article/abstract/20160908>)
- 2016 **王伟**, Wei Chen, Kevin Zhu, 王洪伟. 众筹融资成功率与语言风格的说服力——基于 Kickstarter 的实证研究. *管理世界*, 2016, 5: 81-98. (本文获得 2018 年第十三届福建省自然科学优秀学术论文二等奖; 获得 2018 年福建省第十二届社会科学优秀成果奖三等奖; DOI: 10.19744/j.cnki.11-1235/f.2016.05.008)

#### Conference Proceedings

- 2023 Wei Wang, Haiwang Liu. Sentimental Discreteness of Online Reviews' Disconfirmation Effect: Textual Analytics on MOOC. *Pacific Asia Conference on Information Systems 2023*, Nan Chang, China, July, 2023.
- 2023 Wei Wang, Haiwang Liu, Yenchun Jim Wu. Impact of Personalized Reward Options for Crowdfunding Projects on the Public' s Willingness to Participate in Industry 5.0. *RII forum 2023 (Research & Innovation Forum 2023 Technology, Innovation, Education, and their Social Impact (Research & Innovation Forum))*, Kraków, Poland, April, 2023.
- 2022 Wei Wang, Ying Li. Can Crowd-funding Inhibit the Initiators' Overconfidence Under the Background of Digital Economy? *INFORMS 2022*, Indianapolis, Indiana, USA, October, 2022.
- 2022 Wei Wang, Yongyong Zhao. Impact of Entrepreneur' s Response on Crowdfunding' s Financing Performance: Moderating Effect of Symbols on Sentiment. *CSWIM 2022 (The 15th China Summer Workshop on Information Management)*, Ning Bo, China, August, 2022.
- 2021 Wei Wang, Yuting Xu. Impact of Response Strategy on Investment Decision for Crowdfunding Reviewers: Interaction Perspective. *CSWIM 2021 (The 15th China Summer Workshop on Information Management)*, Online, June, 2021.
- 2020 Wei Wang, Yuting Xu, Yenchun Jim Wu. Online Financing Campaigns' Comments: Insights from Crowdfunding Pitches. *RII forum 2023 (Research & Innovation Forum 2020 Technology, Innovation, Education, and their Social Impact (Research & Innovation Forum))*, Athens, Italy, April, 2020.

#### AWARDS

##### Awards and Honors

- 2023 《Linguistic Understandability, Signal Observability, Funding Opportunities, 从 and Crowdfunding Campaigns (语言可理解性、信号可观察性、融资机会和众筹活动)》, 福建省第十五届社会科学优秀成果奖三等奖
- 2021 《Emphasizing the entrepreneur or the idea? The impact of text content emphasis on investment decisions in crowdfunding (强调“人”还是强调“创意”?众筹文本强调

对投资决策的影响)》, 福建省第十四届社会科学优秀成果奖三等奖

2018 《众筹融资成功率与语言风格的说服力: 基于 Kickstarter 的实证研究》, 福建省第十二届社会科学优秀成果奖三等奖

2018 《众筹融资成功率与语言风格的说服力: 基于 Kickstarter 的实证研究》, 第十三届福建省自然科学优秀学术论文二等奖

## TEACHING

2018-Now, Spring quarter

Instructor: Data Analysis and Visualization Language, Undergraduate Course

2018-Now, Fall quarter Instructor: Information analysis and prediction, Undergraduate Course

2018-Now, Fall quarter Instructor: R Language Analysis, Graduate Course

2012-Now, Spring quarter

Instructor: Big Data Analysis and Decision Making, Ph.D. Course

## SERVICE

Academic Journal and Conference Peer Review

MIS Quarterly

Decision Support Systems

Information & Management

Management Decision

Information Processing & Management,

Computers in Human Behavior

Technological Forecasting and Social Change

Huaqiao University

2021-Now Department Chair, Information Management and Information Systems Major

2020-Now Assistant Dean, School of Business Administration