

Mengmeng Wang (王萌萌)

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EDUCATION

Shanghai Jiao Tong University	09/2016- 08/2022
<ul style="list-style-type: none">♦ PhD in Management Science and Engineering♦ Advisor: Professor Ying Rong	
Florida State University	09/2019-09/2020
<ul style="list-style-type: none">♦ Visiting Doctoral Student in Operations Management♦ Advisor: Professor Guangzhi Shang	
Tongji University	09/2012-06/2015
<ul style="list-style-type: none">♦ MA in Management Science and Engineering	
Southwestern University of Finance and Economics	09/2008-06/2012
<ul style="list-style-type: none">♦ BS in Logistics Management	

CURRENT EMPLOYMENT

School of Economics and Management, Tongji University	05/2024-present
<ul style="list-style-type: none">♦ Assistant researcher	
Antai College of Economics and Management, Shanghai Jiao Tong University	07/2022-05/2024
<ul style="list-style-type: none">♦ Postdoctoral researcher♦ Advisor: Professor Ying Rong	

RESEARCH INTERESTS

Consumer Product Returns, Retail Operations, Consumer Purchase/Click Behavior, Service Provider Behavior

RESEARCH PAPERS

Publications

- Xiaojing Feng, Ying Rong, Xin Tian, **Mengmeng Wang**, Oliver Yao. (2024). The Dark Side of Live Social Interaction in E-commerce: An Analysis of Product Returns of Livestream Purchase. *Production and Operations Management*, online. (Corresponding author, alphabetical order)
- **Mengmeng Wang**, Guangzhi Shang, Ying Rong, Michael R. Galbreth. (2024). Order Basket Contents and Consumer Returns. *Decision Sciences*, online.
- **Mengmeng Wang**, Xun Zhang, Xiaolong Li. (2023). Product Assortment under Multiple-purchase Behavior. *International Journal of Production Economics*, 265, 109010.
- Xiaojing Feng, **Mengmeng Wang**. (2023). Strategic driver's acceptance-or-rejection behavior and cognitive hierarchy in on-demand platforms. *Transportation Research Part E: Logistics and Transportation Review*, 176, 103175. (Corresponding author)
- **Mengmeng Wang**, Xiaojing Feng. (2022). Price squeeze under fairness: the road to supply chain

coordination with a powerful retailer. *Journal of Management Analytics*, 9(4), 448-479.

- Xiaohui Liu, Xiaoyu He, **Mengmeng Wang**, Huizhang Shen. (2022). What influences patients' continuance intention to use AI-powered service robots at hospitals? The role of individual characteristics. *Technology in Society*, 70, 101996. (Corresponding author)

Working Papers

- **Mengmeng Wang**, Guangzhi Shang, Ying Rong, Xiaojing Feng, Cheng Fang. (2023). Revisiting the Impact of Package Delivery Speed on Product Returns: Nonlinearity and Customer Heterogeneity. *Major in Journal of Operations Management*.
- **Mengmeng Wang**, Qianchao Liu, Ying Rong, Xin Tian. (2023). The Effect of Mobile Payment Promotion on Store Performance. *Major revision in Journal of Management Sciences in China (管理科学学报)*.
- Zhenyu Ho, Ying Rong, **Mengmeng Wang**. Do taxi drivers really take a detour? An evidence from the taxi GPS records data. *Working in progress*.

ACADEMIC CONFERENCE

Participation and Presentation

- The Dark Side of Live Social Interaction in E-commerce: An Analysis of Product Returns of Livestream Purchase.
 - The 2023 POMS International Conference in China, July 2023, Hangzhou, Zhejiang, China;
 - The Fifteenth Annual International Conference of Chinese Scholars Association for Management Science and Engineering (CSAMSE), July 2023, Shenzhen, Guangdong, China;
 - The 2022 POMS International Conference in China, June 2022, Xian, Shanxi, China.
- Do taxi drivers really take a detour? An evidence from the taxi GPS records data.
 - The 2022 POMS International Conference in China, June 2022, Xian, Shanxi, China.
- The Effect of Mobile Payment Promotion on Store Performance.
 - INFORMS Annual Meeting, Oct 2019, Seattle, Washington, USA;
 - POMS 30th Annual Conference, May 2019, Washington DC, USA;
 - POMS 29th Annual Conference, May 2018, Houston, Texas, USA.

Participation

- 12th Annual International Conference of Chinese Scholars Association for Management Science and Engineering (CSAMSE), July 2019, Chengdu, Sichuan, China.
- 11th Annual International Conference of Chinese Scholars Association for Management Science and Engineering (CSAMSE), July 2018, Ningbo, Zhejiang, China.

TEACHING EXPERIENCE

Teaching Assistant

- **Applied Business Modeling (Graduate Elective)**
 - Fall, 2023, co-developed the course content on causal inference with Professor Ying Rong.
 - Fall, 2022, delivered two lectures on the causal inference methods.
 - Fall, 2021, delivered two lectures on the causal inference methods.
 - Fall, 2018, delivered one lecture on the causal inference methods.

- **Operations Management (MBA Core)**
 - Spring, 2022, hosted a class game-based teaching activity
 - Spring, 2021, hosted a class game-based teaching activity
 - Spring, 2019, hosted a class game-based teaching activity
 - Spring, 2018, hosted a class game-based teaching activity
- **Data, Models, and Decisions (MBA Core)**
 - Fall, 2017, Won the recognition of “Outstanding Teaching Assistant” at the school level

PROJECTS INVOLVED

Researcher

- Cainiao, Hangzhou 11/2022-Present
 - Research on the impact of omni-channel advertising marketing on user behavior
- Ctrip, Shanghai 09/2017-12/2017
 - Research on ranking based assortment problems

WORK EXPERIENCE

Financial Management, Chengdu Rural Commercial Bank **07/2015-07/2016**