

Bingyang Fang

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ACADEMIC POSITIONS

Holzschuh College of Business Administration, Niagara University 2024-Present
Assistant Professor of Marketing

EDUCATION

Ph.D. in Management, Marketing Concentration 2019-2024
Binghamton University, State University of New York (SUNY) Binghamton, NY

M.S. in Finance 2015-2016
University of California, Riverside Riverside, CA

B.A. in Finance 2011-2014
California State University, San Bernardino San Bernardino, CA

B.A. in Finance 2010-2014
Beijing Jiaotong University Beijing, China

RESEARCH INTEREST

Sales Promotions; Retailing; Digital Marketing; Disaster-Related Research; Cross Cultural Study; Social Media Marketing; Virtual Avatar

WORKING PAPERS

Bingyang Fang, Chang Hee Park, Debjit Gupta, “Do Consumers Follow Others in Flash Sales? An Investigation of Social Influence and Moderating Factors in Online Grocery Shopping.”

Bingyang Fang, Chang Hee Park, Subimal Chatterjee, “Has the COVID-19 Pandemic Made Online Shoppers Less Price Sensitive? Evidence from Amazon’s Lightning Deals.”

Bingyang Fang, Yilong Zheng, Subimal Chatterjee, Chang Hee Park, “Will Consumers Buy a Product after Missing a Time-Limited Promotion? Evidence from Amazon's Lightning Deals.”

Pubali Mukherjee, **Bingyang Fang**, Jinglu Jiang, “Investigating the Wide Application of Virtual Avartar – A Systematic Literature Review.”

Luyuan Peng, Yu Jiang, **Bingyang Fang**, “Do Virtual Avatar Interactions Influence Consumer Buying Behaviors Across Different Product Types?”

CONFERENCE PRESENTATIONS (*denotes presenter)

Bingyang Fang*, Chang Hee Park, Debjit Gupta, “Do Consumers Follow Others in Flash Sales? An Investigation of Social Influence and Moderating Factors in Online Grocery Shopping.” INFORMS Marketing Science Conference, Miami, FL, June 7-10, 2023.

Bingyang Fang*, Yilong Zheng, Subimal Chatterjee, Chang Hee Park, “Will Consumers Buy a Product after Missing a Time-Limited Promotion? Evidence from Amazon's Lightning Deals.” poster presented at Association for Consumer Research Conference, Denver, CO, October 20-23, 2022.

Bingyang Fang*, Chang Hee Park, Subimal Chatterjee, “Has the COVID-19 Pandemic Made Online Shoppers Less Price Sensitive? Evidence from Amazon’s Lightning Deals.” INFORMS Marketing Science Conference, Virtual Conference, June 16-18, 2022.

Pubali Mukherjee, **Bingyang Fang**, Savishes Malampallayil, “How Much of a Delay Can You Tolerate? - Understanding the Relationship between Service Delays, Need Fulfilment, and Consumption Motivation.” poster presented at AMA Winter Academic Conference, Virtual Conference, February 18-20, 2022.

Bingyang Fang*, Srikanth Parameswaran, Rohit Valecha, “All about My Employer-The Effects of Job Seeker Characteristics and Job Attributes on Electronic Staff Word of Mouth Helpfulness.” Association for Computing Machinery (ACM) Computers and People Research (CPR) Conference, Virtual Conference, June 30, 2021

TEACHING EXPERIENCE

Niagara University

Undergraduate Courses

MKTG 181 – <i>Principles of Marketing</i>	Fall 2024
MKTG 313 – <i>Consumer Behavior</i>	Fall 2024

Binghamton University, SUNY

Course Instructor

MKTG 320 - <i>Marketing Research</i>	Fall 2023
Teaching Evaluation: 3.6/4.0	
School of Management Faculty Honor Roll for Excellence in Teaching	
MKTG 480N - <i>Digital Analytics</i>	Spring 2023
Teaching Evaluation: 3.8/4.0	
School of Management Faculty Honor Roll for Excellence in Teaching	
MKTG 320 - <i>Marketing Research</i>	Spring 2022
Teaching Evaluation: 3.3/4.0	
MKTG 480F/580F - <i>Social Media Behavior & Analytics</i>	Winter 2023
Teaching Evaluation: 3.3/4.0	

Teaching Assistant

MKTG 320 - Marketing Research	Fall 2020 – Fall 2022
MKTG 480R/580R - Data Mining Techniques for Marketing	Fall 2020
MKTG 475/575 - Data Driven Marketing	Spring 2021- Spring 2023
MKTG 540 - Marketing Research	Spring 2023

MKTG 580L - Optimizing Customer Strategy Spring 2020
MKTG 535 - Consumer Behavior Fall 2019

Guest Speaker

Binghamton University, SUNY

MKTG 320 - Marketing Research Spring 2020
Topic: *Questionnaire Design*

LEAD 552 - Team Leadership Fall 2022
Topic: *Introduction to Tableau*

Longwood University

MKTG 320 – Digital Marketing Fall 2023
Topic: *Search Engine Optimization*

VinciSmile Group LLC

Topic: *Introduction to Digital Marketing* September 2023

TRAINING AND CERTIFICATES

Google Analytics Individual Qualification (IQ) 2023

Certificate of Digital Marketing: 2023

Professional Certified Marketer (PCM) in Digital Marketing from AMA

Certified Digital Marketing Professional (CDMP) from the Digital Marketing Institute

Chartered Financial Analyst (CFA) Certificate Level I 2018

AWARDS AND HONORS

INFORMS Marketing Science Doctoral Consortium 2023

Binghamton University, SUNY Graduate School Travel Grant 2023

Binghamton University, SUNY Graduate Student Conference and Research Fund 2019-2024

Binghamton University, SUNY Provost's Doctoral Summer Fellowships 2019-2023

Binghamton University, SUNY Summer Research Grant 2019-2023

Binghamton University, SUNY Doctoral Assistantship 2019-2024

University of California, Riverside Fellowship Award 2015

Beta Gamma Sigma (California State University, San Bernardino) 2012

PROFESSIONAL SERVICES

Reviewer for Journals

Journal of Consumer Marketing 2024

Information Systems Frontier 2024

Reviewer for Conferences

2024 AMA Winter Academic Conference
2023 AMA Summer Academic Conference
2023 AMA Winter Academic Conference
2022 AMA Winter Academic Conference
2021 ACM SIGMIS - CPR Conference

Reviewer for Book Chapters

Digital Marketing Analytics (Stukent.com) 2023

UNIVERSITY SERVICES

Committee Member

Academic Integrity Committee, School of Management, Binghamton University 2022-2024

NONACADEMIC WORK

Uno Educational Service Co. 2019
Area Chair Shenzhen, China
Hong Kong NetEase Interactive Entertainment Limited (NetEase, Inc) 2018
Data Analyst Intern Hangzhou, China
Research Institute of Tsinghua University in Shenzhen/Hong Kong University 2014
Teaching Assistant Shenzhen, China

LANGUAGE SKILLS

Mandarin Native
English Fluent
German Conversational