

David Fang

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RESEARCH INTERESTS

human & technology interaction, judgment & decision-making, communication

EDUCATION

Doctor of Philosophy (Marketing), Stanford Graduate School of Business Palo Alto, CA
In Progress Expected 2027

Bachelor of Commerce (Management), University of Toronto Toronto, ON
Graduated with High Distinction 2022

RESEARCH WORK EXPERIENCE

Pre-Doctorate Researcher, Behavioural Research Lab Toronto, ON
Rotman School of Management September 2021 – September 2023
Supervisor: Dr. Sam Maglio

Senior Research Assistant, Identity Diversity Inclusion Lab Toronto, ON
Rotman School of Management September 2021 – September 2023
Supervisor: Dr. Sonia Kang

Research Lead, Canadian Undergraduates for Behavioural Science (CUBS) Toronto, ON
University of Toronto May 2021 – May 2022

AWARDS

2023 Jaedicke Merit Award
2022 INFORMS Advances in Decision Analysis Best Poster Award Finalist
2022 Summer Data Science Research Scholarship \$7200
2022 Undergraduate Research Fund Award \$2400
University of Toronto Deans List Scholar (2019-2022)

JOURNAL PUBLICATIONS

Fang, D., & Maglio, S. J. (2023). Time perspective and helpfulness: Are communicators more persuasive in the past, present, or future tense?. *Journal of Experimental Social Psychology*.

<https://doi.org/10.1016/j.jesp.2023.104544>

Fang, D., Kang, S. K., & Kaplan, S. (2022). We need to make sure telecommuting does not exacerbate gender disparity. *The Lancet*. [https://doi.org/10.1016/s0140-6736\(22\)01211-9](https://doi.org/10.1016/s0140-6736(22)01211-9)

SELECTED WORKS IN PROGRESS [Titles Redacted]

Fang, D., & Maglio, S. (2023). [*Timing of Work*]. (R&R at *Organizational Behavior and Human Decision Processes*)

Fang, D., Reich, T., Fulhmer, A., Maglio, S. (2023). [*Failures and Successes*]. (R&R at *Journal of Marketing*)

Fang, D., & Maglio, S. (2023). [*Texting Abbreviations*]. (R&R At *JEP: General*)

- Fang, D.**, & Ding, Y. (2023). *[AI & Consumption]*. (Data Collection in Progress)
- Fang, D.**, Alsobay, M., Almaatouq, A., & Curhan, J. (2023). *[Chatbot & Negotiations]*. (Data Collection in Progress)
- Fang, D.**, & Ding, Y. (2023). *[Field Data in Marketing]*. (Data Collection in Progress)
- Bechler, C., **Fang, D.**, Tormala, Z. (2023). *[Start/Stop Framing]*. (Data Collection in Progress)
- Yusu, W., **Fang, D.**, & Ding, Y. (2023). *[Profitability Project]*. (Data Collection in Progress)
- Hershfield, H., Maglio, S., & **Fang, D.** (2023). *Becoming Your Future Self: When the Future Self Starts and Long-term Behaviour*. (Data Collection in Progress)

REFEREED CONFERENCE PRESENTATIONS

- Fang, D.** & Maglio, S. (2023). *The Influence of Text Message Abbreviations on Relational Outcomes*. Talk Presented at Association for Consumer Research (ACR) 2023, Seattle, Washington
- Fang, D.** & Maglio, S. (2023). *On Time or On Thin Ice: How perceived quality is affected when work is submitted early, on, or past its deadline*. Talk Presented at Association for Consumer Research (ACR) 2023, Seattle, Washington
- Fang, D.** & Maglio, S. (2023). *On Time or On Thin Ice: How perceived quality is affected when work is submitted early, on, or past its deadline* (ACR) 2023, Seattle, Washington
- Fang, D.** & Maglio, S. (2023). *The Influence of Text Message Abbreviations on Relational Outcomes*. Talk Presented at China Marketing International Conference (CMIC) 2023, Chengdu, China
- Fang, D.** & Maglio, S. (2023). *On Time or On Thin Ice: How perceived quality is affected when work is submitted early, on, or past its deadline*. Talk Presented at the Southern Ontario Behavioural Decision Research Conference (SOBDR) 2023, Toronto, Canada
- Fang, D.** (2023). *Cha-Ching! The Benefits of Using Chatbots like ChatGPT for Marketing Research*. Talk Accepted at Global Marketing Conference at Seoul 2023, Seoul, Korea
- Fang, D.**, Didi, K., & Maglio, S. (2023). *The Effects of Violating Deadlines: Quality Perceptions of Work Submitted Early, on Time, or Late*. Talk Presented at Society for Consumer Psychology (SCP) 2023 Annual Conference, San Juan, Puerto Rico
- Fang, D.** (2023). *Dont leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship outcomes*. Research Spotlight Presented at Society for Personality and Social Psychology (SPSP) 2023 Annual Conference, Atlanta, GA.
- Fang, D.** & Maglio, S. (2023). *The Impact of SMS Abbreviations on Interpersonal Perceptions*. Poster Presented at Society for Personality and Social Psychology (SPSP) 2023 Annual Conference, Atlanta, GA.
- Fang, D.**, Didi, K., & Maglio, S. (2022). *How perceived quality is affected when work is submitted early, on, or past its deadline*. Poster Presented at Society for Judgment and Decision Making (SJDM) 2022 Annual Conference, San Diego, California
- Fang, D.** & Maglio, S. (2022). *Breaching Deadlines: How Performance Evaluations Change as a Function of When you Submit Work*. Talk Presented at the IIT Delhi Student Research Conclave on Behavioural Science, Judgment, and Decision Making 2022, Virtual

Fang, D. (2022). *Dont leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship outcomes*. Poster Presented at INFORMS Advances in Decision Analysis (ADA) 2022 Conference, Washington, D.C. (**Best Poster Award Finalist**)

SEMINAR PRESENTATIONS

Fang, D., & Maglio, S. (2022). *Understanding language use and inference through text mining*. 2022 SUDS Research Day, Toronto, ON

PEER-REVIEWED JOURNALS

Marketing

Journal of Consumer Research (Trainee Reviewer)
Journal of Marketing Research
Journal of Marketing
Journal of Consumer Psychology (x3)

Psychology

Journal of Personality and Social Psychology
Social Psychological and Personality Science
Emotion
Journal of Behavioral Decision Making (x2)
International Journal of Behavioral Medicine

PEER-REVIEWED CONFERENCES

Association for Consumer Research 2022 & 2023 Conference
Society for Consumer Psychology 2022 & 2023 Conference

PROFESSIONAL AFFILIATIONS

The Society for Judgment and Decision Making (SJDM)	2021- Present
Society of Consumer Psychology (SCP)	2021- Present
Association for Consumer Research (ACR)	2021- Present
Society for Personality and Psychology (SPSP)	2021- Present

COMPUTER LANGUAGES & TOOLS

Python; R; SQL; LaTeX; Stata; SPSS; Tableau

HUMAN LANGUAGES

Fluent Chinese