Application for Digitization Tutorial – Xiaoning Wang

Applicant Information:

- Name: Xiaoning Wang
- Institution Affiliation: The Wharton School, University of Pennsylvania
- Department: Operations, Information and Decisions
- Degree: Ph.D.
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Coursework:

- Major: Information Systems
- Year of Enrollment: 2017 (3rd year Ph.D student at present)
- Graduate-level Courses (already taken):
  - Economic Theory: Advanced Microeconomic Theory, Advanced Game Theory, Contract Theory
  - Statistics: Advanced Statistical Inference (I, II & III), Data Mining
  - Econometrics: Advanced Econometrics (I, II & III), Applied Econometrics (I & II), Empirical Industrial Organization (I & II)
  - Computer Science: Machine Learning, Artificial Intelligence
  - Other: Social Network Theory, Dynamic Programming, Research Seminar in Information Systems

Research:

- Research Interest: Technology and Entrepreneurship, Social Networks, Artificial Intelligence
- Advisor: Lynn Wu (wulynn@wharton.upenn.edu)
- Research in Progress:

1. *Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing*, Working paper. Accepted by *2019 International Conference on Information Systems (ICIS)* and *2019 Conference on Information Systems and Technology (CIST)*.

   Summary: Startups are increasingly using social media to signal quality and provide information for potential investors. However, the effectiveness of social media is likely to be heterogeneous between different demographic and network characteristics. In this paper, we examine whether social media use can alleviate disadvantages experienced by firms with female founders and by firms at the periphery of the investor network. Using social media activity data on Twitter.com and venture capital investment data of startups on Crunchbase.com, we show that social media can mitigate some biases experienced in firms with women founders and in firms with low social capital in the investor network. This is because social media can serve as new channels for information access and quality signals, allowing disadvantaged companies to share information with investors about products and services. We find this effect is particularly salient in competitive markets where venture financing is harder to obtain, and stronger for new entrants than serial entrepreneurs.

2. *Technology, Marketing and Artificial Intelligence – The New Three Way Complementarity for Startups*, Working Paper.