

## David Fang

[davfang@stanford.edu](mailto:davfang@stanford.edu)

[www.david-fang.com](http://www.david-fang.com)

### RESEARCH INTERESTS

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communication, social judgments, human & technology interaction,

### EDUCATION

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**PhD in Marketing, Stanford GSB**

In Progress

Palo Alto, CA

Expected 2028

**BCom in Management, University of Toronto**

Graduated with High Distinction

Toronto, ON

2022

### RESEARCH WORK EXPERIENCE

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**Pre-Doctorate Researcher**, Behavioural Research Lab

*Rotman School of Management*

Toronto, ON

September 2021 – September 2023

**Senior Research Assistant**, Identity Diversity Inclusion Lab

*Rotman School of Management*

Toronto, ON

September 2021 – September 2023

### AWARDS

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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

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**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]

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

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

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

**Fang, D.**, Zhang, Y, Lai, W., & Ding, Y. [*Big Words & Engagement*]. (Under Review)

**Fang, D.**, Huang, Y, & Ding, Y. [*Past/Present Information Sharing*]. (Under Review)

**Fang, D.**, Alsobay, M., Almaatouq, A., & Curhan, J. [*Chatbot & Negotiations*]

**Fang, D.**, & Wheeler, C. [*Questions*]

**Fang, D.**, Bechler, C., & Tormala, Z. [*Start/Stop Framing*]  
**Fang, D.**, & Ding, Y. [*Aging & Consumption*]  
**Fang, D.**, & Ding, Y. [*Historical use of Field Data in Marketing*]  
**Fang, D.**, Xia, M., & Ding, Y. [*Talking about others and Intimacy*]  
**Fang, D.**, & Ding, Y. [*Influence of Menu Cohesiveness on Consumer Satisfaction*]  
Yusu, W., **Fang, D.**, & Ding, Y. [*Profitability Project*]  
Hershfield, H., Maglio, S., & **Fang, D.** [*Becoming Your Future Self*]

## **REFEREED CONFERENCE TALKS**

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**Fang, D.**, Alsobay, M., Almaatouq, A., & Curhan, J. (2024). *Smooth-Talking Bots: AI Negotiators Make Better Impressions*. 2024 Academy of Management (AOM) 2024, Chicago, Illinois.

**Fang, D.**, Alsobay, M., Almaatouq, A., & Curhan, J. (2024). *Smooth-Talking Bots: AI Negotiators Make Better Impressions*. International Association for Computational Mechanics (IACM) 2024, Singapore.

**Fang, D.**, Reich, T., Fulhmer, A., Maglio, S. (2024). *Failure Counts (but Success Doesn't): Evidence for an Attributional Asymmetry in the Evaluation of Others' Successes and Failures*. Behavioral Decision Research in Management (BDRM) 2024, Chicago, Illinois

**Fang, D.**, Zhang, Y., & Maglio, S. (2024). *The Influence of Text Message Abbreviations on Relational Outcomes*. Asia-Pacific Marketing Academy Annual Conference (APMA) 2024, Hong Kong, China.

**Fang, D.**, Zhang, Y., & Maglio, S. (2024). *The Influence of Text Message Abbreviations on Relational Outcomes*. ISMS Marketing Science Conference 2024, Sydney, Australia

**Fang, D.** & Maglio, S. (2023). *The Influence of Text Message Abbreviations on Relational Outcomes*. 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*. 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*. Association for Consumer Research (ACR) 2023, Seattle, Washington

**Fang, D.** & Maglio, S. (2023). *The Influence of Text Message Abbreviations on Relational Outcomes*. 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*. 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*. Society for Consumer Psychology (SCP) 2023 Annual Conference, San Juan, Puerto Rico

**Fang, D.** & Maglio, S. (2022). *Breaching Deadlines: How Performance Evaluations Change as a Function of When you Submit Work*. IIT Delhi Student Research Conclave on Behavioural Science, Judgment, and Decision Making 2022, Virtual

## **REFEREED CONFERENCE POSTERS**

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**Fang, D.** (2023). *Dont leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship outcomes*. 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*. 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*. Society for Judgment and Decision Making (SJDM) 2022 Annual Conference, San Diego, California

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

## **SEMINAR PRESENTATIONS**

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**Fang, D.**, (2024). *Virtual Experimental Method Platforms*. 2024 AIM Lab, Stanford, CA

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

## **PEER-REVIEWED JOURNALS**

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### *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**

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The International Conference for Computational Social Science (IC2S2) 2024  
IACM 2024

## **SERVICE**

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Stanford GSB Marketing co-Social Chair

2024- Present

## **PROFESSIONAL AFFILIATIONS**

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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**

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

## **HUMAN LANGUAGES**

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Fluent Chinese