

Yuqing (Ching) Ren

Associate Professor



EDUCATION

- **PhD 2004**
Organization Science, Carnegie Mellon University
- **ME 1998**
Systems Engineering, Xi'an Jiaotong University
- **BE 1995**
Electronic Engineering, Xi'an Jiaotong University

EXPERTISE

- Social media marketing, online community design, knowledge management, distributed collaboration, social networks, and computational modeling of groups and organizations.

ABOUT

Ren's research focuses on the design and management of information technologies to promote meaningful social connections and effective collaboration. Her research interests are business use of social media, online community design, distributed collaboration, knowledge management, and computational modeling of social and organizational systems. Ren's research on online community design and Wikipedia collaboration has been funded by National Science Foundation. Her work has been published at *Human-Computer Interaction*, *Journal of Management Studies*, *Journal of MIS*, *Management Science*, *MIS Quarterly*, *Organization Science*, *Organization Studies*, *The Academy of Management Annals*, and the proceedings of AOM, CSCW, HICSS, ICIS, and SIGCHI.

Ren has been serving as an Associate Editor for *Management Science* (Information Systems Department) since 2015 and on the editorial board of *Organization Science* since 2008.

Ren is currently working on several projects that study business use of social media to engage customers and employees. Some example questions that Ren and her collaborators study are: 1) what Facebook users post about businesses on Facebook business pages and how various types of content lead to engagement, (2) what is the impact of positive and negative word-of-mouth on Facebook and how businesses should respond to negative publicity, (3) what are the cultural differences that global firms face in leveraging Facebook business pages to engage customer across different regions. Email her if you are interested in learning more about the projects.

RECENT WORKS

1. Ren, Y., J. Chen, J. Riedl. 2016. The impact and evolution of group diversity on online collaboration. *Management Science*, 62(6), 1668-1686.
2. Ren, Y., R. E. Kraut. 2014. Agent-based modeling to inform online community theory and design: Impact of topical breadth, message volume, and discussion moderation on member commitment and contribution. *Human-Computer Interaction*, 29, 351-389.
3. Wang, X., B. Butler, Y. Ren. 2013. The impact of membership overlap on the growth: An ecological competition view of online groups. *Organization Science*, 24(2), 414-431.