

David Fang

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RESEARCH INTERESTS

communication, social judgments, human & technology interaction

EDUCATION

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

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

2023 Jaedicke Merit Award

2022 INFORMS Advances in Decision Analysis Best Poster Award Finalist

2022 Summer Data Science Research Scholarship

2022 Undergraduate Research Fund Award

University of Toronto Deans List Scholar (2019-2022)

JOURNAL PUBLICATIONS

David Fang, Yiran Zhang, & Sam Maglio. (2025). *Shortcuts to insincerity: Texting abbreviations seem insincere and not worth answering*. *Journal of Experimental Psychology: General*.

<https://doi.org/10.1037/xge0001684>

David Fang and Sam J. Maglio (2024). *On Time or On Thin Ice: How Deadline Violations Negatively Affect*

Perceived Work Quality and Worker Evaluations. *Organizational Behavior and Human Decision Processes*.

<https://doi.org/10.1016/j.obhdp.2024.104365>

Steffen Lippert, Anna Dreber., [et al, including **David Fang**.] (2024). *Can large language models help predict results from a complex behavioural science study?* *Royal Society Open Science*.

<https://doi.org/10.1098/rsos.240682>

David Fang and Sam J. Maglio (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>

David Fang, Sonia K. Kang, and Sarah Kaplan (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)

WORKING PAPERS WITH MANUSCRIPTS AVAILABLE [TITLE REDACTED]

David Fang, Taly Reich, Alexander Fulmer, & Sam Maglio. [Failures and Successes]

David Fang, Yiran Zhang, Wilson Cyrus Lai, & Yu Ding. [Big Words & Engagement]

David Fang, Yang Huang, & Yu Ding. [Past/Present Information Sharing]

David Fang, & Christian Wheeler. [Questions]

David Fang, Christopher Bechler, & Zakary Tormala. [Start/Stop Framing]

SELECTED WORKS IN PROGRESS [Titles Redacted]

David Fang, Mohammed Alsobay, Abdullah Almaatouq, & Jared Curhan. [AI Chatbot & Negotiations]

David Fang & Yu Ding. [Past Future]

David Fang & Jonathan Levav. [AI & Fairness]

David Fang, Zakary Tormala, & Jonathan Levav. [Equivocation and Choice]

Hal Hershfield, Sam Maglio, & **David Fang**. [Becoming Your Future Self]

REFEREED CONFERENCE TALKS

David Fang, Yang Huang, & Yu Ding. Revealing Your Past vs. Unveiling Your Future: Which Drives More Interest? *Society for Consumer Psychology (SCP) 2025*, Las Vegas, Nevada.

David Fang, Yiran Zhang, Wai Lai, & Yu Ding. The influence of word length in driving engagement. *Society for Consumer Psychology (SCP) 2025*, Las Vegas, Nevada.

David Fang, Yiran Zhang, & Sam Maglio. Short and sweet or short and sour: The influence of text message abbreviations on impression management. *Society for Consumer Psychology (SCP) 2025*, Las Vegas, Nevada.

David Fang, & Sam Maglio. On time or on thin ice: How perceived quality is affected when work is submitted early, on, or past its deadline. The Society for Personality and Social Psychology Annual Conference (SPSP) 2025, Denver, Colorado

David Fang, Yang Huang, & Yu Ding. Revealing Your Past vs. Unveiling Your Future: Which Drives More Interest? Society of Judgment and Decision Making (SJDM) 2024, New York, USA

David Fang, Yiran Zhang, Wai Lai, & Yu Ding. The influence of word length in driving engagement. *Association for Consumer Research (ACR) 2024*, Paris, France.

Hal Hershfield, Sam Maglio, & **David Fang**. Time well spent: How time perceptions shape responsible consumer behavior. *Association for Consumer Research (ACR) 2024*, Paris, France.

David Fang, Yiran Zhang, & Sam Maglio. Short and sweet or short and sour: The influence of text message abbreviations on impression management. *Association for Consumer Research (ACR) 2024*, Paris, France.

David Fang, Yiran Zhang, & Sam Maglio. The influence of text message abbreviations on relational outcomes. *10th International Conference on Computational Social Science (ICS2S) 2024*, Philadelphia, USA.

Mohammed Alsobay, **David Fang**, Abdullah Almaatouq, & Jared Curhan. Smooth operators: Measuring the effect of LLM “personality” on negotiation outcomes. *10th International Conference on Computational Social Science (ICS2S) 2024*, Philadelphia, USA.

David Fang, Mohammed Alsobay, Abdullah Almaatouq, & Jared Curhan. Smooth-talking bots: AI negotiators make better impressions. *2024 Academy of Management (AOM) 2024*, Chicago, Illinois.

David Fang, Mohammed Alsobay, Abdullah Almaatouq, & Jared Curhan. (2024). Smooth-talking bots: AI negotiators make better impressions. *International Association for Conflict Management (IACM) 2024*, Singapore.

David Fang, Taly Reich, Alexander Fulmer, & Sam Maglio. 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.

David Fang, Yiran Zhang, & Sam Maglio. The influence of text message abbreviations on relational outcomes. *Asia-Pacific Marketing Academy Annual Conference (APMA) 2024*, Hong Kong, China.

Yige Wan, & **David Fang**. Don't leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship outcomes. *ISMS Marketing Science Conference 2024*, Sydney, Australia.

David Fang, Yiran Zhang, & Sam Maglio. The influence of text message abbreviations on relational outcomes. *ISMS Marketing Science Conference 2024*, Sydney, Australia.

David Fang, & Sam Maglio. The influence of text message abbreviations on relational outcomes. *Association for Consumer Research (ACR) 2023*, Seattle, Washington.

David Fang, & Sam Maglio. 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.

David Fang, & Sam Maglio. 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.

David Fang, & Sam Maglio. The influence of text message abbreviations on relational outcomes. *China Marketing International Conference (CMIC) 2023*, Chengdu, China.

David Fang, & Sam Maglio. 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.

David Fang. Cha-ching! The benefits of using chatbots like ChatGPT for marketing research. *Global Marketing Conference at Seoul 2023*, Seoul, Korea.

David Fang, & Sam Maglio. 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.

David Fang, & Sam Maglio. 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

David Fang, Yiran Zhang, & Sam Maglio. (2024). Short and sweet or short and sour: The influence of text message abbreviations on impression management. *Association for Consumer Research (SJDM) 2024*, New York, USA.

Huimei Xiao, & **David Fang**. (2024). Don't leave me on read! How avoidance-based vs. busyness-based attribution of read receipts influences relationship outcomes. *Association for Consumer Research (ACR) 2024*, Paris, France.

Yang Huang, **David Fang**, & Sam Maglio. (2024). Revealing your past vs. unveiling your future: Which drives more engagement? *10th International Conference on Computational Social Science (ICSS2S) 2024*, Philadelphia, USA.

David Fang. (2023). Don't 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.

David Fang, & Sam Maglio. (2023). The impact of SMS abbreviations on interpersonal perceptions. *Society for Personality and Social Psychology (SPSP) 2023 Annual Conference*, Atlanta, GA.

David Fang, Kara Didi, & Sam Maglio. (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.

David Fang. (2022). Don't 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

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

David Fang, & Sam Maglio. (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

ACR Latin America 2025
The International Conference for Computational Social Science (IC2S2) 2024
IACM 2024

SERVICE

Stanford GSB Marketing co-Social Chair	2024- Present
Stanford GSB PhD Association Social Chair	2024- Present

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