

CURRICULUM VITAE

Bing Pan

Ph.D., Head of Research
Office of Tourism Analysis
Visiting Assistant Professor
School of Business and Economics
College of Charleston
Email: bp58@cornell.edu
Office Phone: 843-953-2025
Cell Phone: 607-351-4275

EXPERIENCE

- 2005 - Now** Visiting Assistant Professor, Head of Research, Office of Tourism Analysis, School of Business and Economics, College of Charleston.
- 2003 - 2005** Post-doctoral Associate, Human-Computer Interaction Group, Information Science Program, Department of Communication, Cornell University.
- 2002 - 2003** Instructor, teaching technology courses in Campus Information Technologies and Educational Training Services, University of Illinois at Urbana-Champaign.
- 2000 - 2001** Teaching Assistant, co-teaching and grading the course on Computer Use in Leisure Services, Department of Leisure Studies, University of Illinois at Urbana-Champaign.
- 1998 - 2002** Research Assistant, National Laboratory for Tourism and eCommerce, Department of Leisure Studies, University of Illinois at Urbana-Champaign.
- 1997 - 1998** Instructor, teaching the course on Introduction to Tourism, Department of Urban and Resource Sciences, Nanjing University.

EDUCATION

- 2003** Courses in the Department of Computer Science, Cornell University (GPA: 3.88/4.3)
- 1998 - 2003** Department of Leisure Studies, University of Illinois at Urbana-Champaign. Ph.D. in Tourism Management. (GPA: 3.86/4.0)
Dissertation: Travel information search on the Internet: An exploratory study.
- 1995 - 1998** Department of Urban and Resource Sciences, Nanjing University. M.S. in Geography (3.50/4.0)
- 1991 - 1995** Department of Urban and Resource Sciences, Nanjing University. B.Econ. in Tourism Planning and Management. (GPA: 3.01/4.0)

BOOK CHAPTERS

Pan, B., & Fesenmaier, D.R. (in press). Travel information search on the Internet and the implications for designing travel recommendation systems. In D.R. Fesenmaier, H. Werthner & K. W. Wöber. (Eds.), *Travel destination recommendation systems: Behavioral foundations and applications*. Oxfordshire: CABI publishing.

Pan, B., Walker, K., Gay, G., & Saylor, J. (in press). Learning objects in classrooms. To appear in Alex Koochang & Keith Harman, Eds., *Learning Object Applications & Future Directions*. Informing Science Institute.

JOURNAL ARTICLES

Joachims, T., Granka, L., Pan, B., Hembrooke, H., Radlinski, F., & Gay, G. (under review). Evaluating the accuracy of implicit feedback from clicks and query reformulations in Web Search. *IEEE Transactions on Information Systems*.

Hembrooke, H., Pan, B., Joachims, T., Gay, G., & Granka, L. (under review). In Google we trust: Users' decisions on rank, position and relevancy. Submitted to *Journal of Computer-Mediated Communication, special issues on The Social, Political, Economic and Cultural Dimensions of Search Engines*.

Pan, B., Gay, G.K., Saylor, J., Hembrooke, H. (in press). One digital library, two undergraduate classes, and four learning modules: Uses of a digital library in classrooms. Submitted to *Journal of American Society for Information Science and Technology*.

Lorigo, L., Pan, B., Hembrooke, H., Joachims, T., Granka, L., & Gay, G. (in press). How users Google: User, task and sequence patterns. *Information Processing and Management*.

Pan, B., & Fesenmaier, D.R. (in press). Online information search and trip planning process. To appear in *Annals of Tourism Research*.

Pan, B., & Fesenmaier, D. R. (2000). A typology of tourism related web sites: Its theoretical foundation and implications. *Information Technology and Tourism*, 3(3/4), 155-176.

Zhang, J., Du, J., Zhou, Y., Zhang, S., & Pan, B. (1999). Spatial structure of tourist source areas for the naturally scenic sightseeing places: A case study of Jiuzhaigou. *Acta Geographica Sinica*, 54(4): 357-364.

Pan, B., & Yang, D. (1998). Image design for tourism cities. *Urban Planning Forum*, 36(1): 54-60.

Shi, A., Ren, L., & Pan, B. (1997). The analysis of visitor volume to the National Park of Dr. Sun's Yat-Sen's Mausoleum. *Jiangsu Garden*, 11(7): 31-35.

REFERRED CONFERENCE PROCEEDINGS

Joachims, T., Granka, L., Pan, B., Hembrooke, H., & gay, G. (2005). Accurately Interpreting Clickthrough Data as Implicit Feedback. To appear in Conference Proceedings on Research and Development in Information Retrieval (SIGIR), 2005, Salvador, Brazil, August 15-19, 2005.

Pan, B, Gay, G.K., Saylor, J., Hembrooke, H.A., Henderson, D. (2004). Usability, learning, and subjective experience: User evaluation of K-MODDL in an undergraduate class. In H. Chen, M. Christel, & E. Lim (Ed.), *Proceedings of the Fourth ACM/IEEE Joint Conference on Digital Libraries (JCDL' 04)* (pp. 188-189). New York: ACM.

Pan, B, Hembrooke, H.A., Gay, G.K., Granka, L.A., Feusner, M.K., and Newman, J.K. (2004). The Determinants of web page viewing behavior: An eye-tracking study. In A. Duchowski (Ed.), *Proceedings of Eye Tracking Research & Applications Symposium (ETRA 04)* (pp. 147-154). New York: ACM.

Pan, B., & Fesenmaier, D.R. (2003). Travel information search on the Internet: An exploratory study. In A. J. Frew, M. Hitz, & P. O'Connor (Ed.), *Information and Communication Technologies in Tourism 2003: Proceedings of the International Conference on Information Technology and Tourism (ENTER 2003)* (pp. 242-251). New York: Springer-Verlag.

Pan, B., & Fesenmaier, D.R. (2002). Semantics of tourism and travel information search on the Internet. In A. J. Frew, M. Hitz, & K. W. Wober (Ed.), *Information and Communication Technologies in Tourism 2002: Proceedings of the International Conference on Information Technology and Tourism (ENTER 2002)* (pp. 320-328). New York: Springer-Verlag.

Pan, B., & Fesenmaier, D.R. (2001). Exploring caller dialogue: Analyzing directed information search for tourism products. In P. J. Sheldon, K. W. Wober, & D.R. Fesenmaier (Ed.), *Information and Communication Technologies in Tourism 2001: Proceedings of the International Conference on Information Technology and Tourism (ENTER 2001)* (pp. 244-250). New York: Springer-Verlag.

Pan, B., & Fesenmaier, D.R. (2000). A typology of tourism related web sites: Its theoretical background and implications. In D. R. Fesenmaier, S. Klein, D. Buhalis (Ed.), *Information and Communication Technologies in Tourism 2000: Proceedings of the International Conference on Information Technology and Tourism (ENTER 2000)* (pp. 381-395). New York: Springer-Verlag.

Pan, B., & Fesenmaier, D.R. (1999). Investigating sustainable development of China's national parks on urban fringe: A case study. In R.N. Moisey, N.P. Nickerson, & D.B. Klenosky (Ed.), *Proceedings of Annual Conference of Travel and Tourism Research Association (ITTRA 1999)*, Halifax, Canada (pp. 252-260).

REFERRED PANELS AND PRESENTATIONS

Gay, G., Pan, B., Lagoze, C., David, S., and Warner, S (2005). Evolving social networks in scholarly communication. In Panel Proposal Digital Libraries as Sites of Communication and

Technical Practice. To present on the *55th Annual Conference of the International Communication Association*, New York, May 26-30, 2005.

David, S., Gay, G., Lagoze, C., Pan, B., & Warner, S. (2005). Appraise – Beyond threaded conversations in scholarly publishing, to be appear in the Workshop of Beyond Threaded Conversation, Presented at *Conference on Human Factors in Computing Systems (CHI) 2005*, Portland, April 2-7, 2005.

Pan, B., & Rowe, J. (2004, November) Panel discussion on Physical artifacts and their representations in digital libraries. Paper presented at the *Annual Meeting of National Science Digital Library*, Chicago, IL.

Pan, B., & Gay, G.K. (2003, October). User-centered design (UCD) Workshop. Paper presented at the *Annual Meeting of National Science Digital Library*, Washington, DC.

Pan, B., & Gay, G.K. (2003, October). Eye tracking methodology in the design and evaluation of digital libraries. Paper presented at the *Annual Meeting of National Science Digital Library*, Washington, DC.

Gay, G.K., & Pan, B. (2003, October). Integrating social navigation tools in digital libraries: Why, what, and how?. Paper presented at *the National Science Digital Library: Evaluating Educational Impact Workshop*, Washington, DC.

OTHER PROJECTS AND GRANT WRITING

2005 Proposal to the National Science Foundation (NSF) Information and Intelligent Systems Program: SCORE – Scholars Collaborating Over Rich Environments.

2005 Consultant to the School of Interactive Arts and Technology, Simon Fraser University, Canada on Innovation in the New Economy Research Grant “Managing E-loyalty through Experience Design”.

2005 Project on eye tracking study of the evaluation process of online hotel choices.

2004 Evaluation of Resource Recommendation Service of the National Science Digital Library (<http://crs.nsdl.org/>).

2004 The Proposal to the Institute for Museum and Library Services (IMLS): A Digital Library of Printable Machines: Models for Collection Building and Educational Outreach: Responsible for the chapter on Digital and Physical Learning Objects, Online and On-Location: A Plan for Comparative User Study Activities. Awarded, September 20, 2004 (\$499,710).

2004 NSF National Science Digital Library project: Evaluation Research and User Studies on the Kinematic Models for Design Digital Library (K-MODDL).

2004 The Proposal to the NSF Digital Society and Technology Division: Exploring Scholarly Publishing as a Self-Organizing Network for Open Ideation Using an

Open-Source, Peer-2-Peer Recommendation and Information Sharing Environment (APPRAISE): Responsible for the chapter on Document Networks, Social Networks, and Hybrid Networks in Scholarly Communication.

2003 The Proposal to the NSF National Science Digital Library Program: User Modeling of National Science Digital Library.

2002 European Union Project: Behavioral Foundation for Travel Recommendation System. Responsible for the overall framework and the part on Human-Computer Interaction.

1997 Marketing research project in the National Park of Dr.Sun Yat-sen's Mausoleum, Nanjing, China

SERVICES

- Technology Committee of School of Business and Economics, College of Charleston
- Admission committee of Ph.D. Program of Information Science, Cornell University
- Faculty advisor of Chinese Dragon Soccer Club, Cornell University
- Founder and President of Chinese Tai Chi Club, Cornell University

REVIEWING

- International Journal of Human-Computer Studies
- Information Conferences on Information Systems (ICIS 05), Las Vegas, USA, December, 11-14, 2005
- IEEE Transactions on Multimedia

RESEARCH SKILLS

- Various qualitative and quantitative methods including various statistical methods, content analysis, critical incident analysis, network analysis and text analysis
- Proficient in SAS and SPSS
- Experienced programmer in Perl. familiar with Visual Basic, C++ and Java

PROFESSIONAL MEMBERSHIPS

- International Federation for IT and Travel & Tourism (IFITT)
- Travel and Tourism Research Association (TTRA)
- The Society of American Computing Machinery Special Interest Group on Computer-Human Interaction (SIGCHI)
- The Institute of Electrical and Electronics Engineers (IEEE)

HONORS AND AWARDS

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| 2002 | Honor Society of Phi Kappa Phi |
| 1998-2001 | Distinguished Graduate Fellowship, University of Illinois at Urbana-Champaign. |
| 1997 | Excellent Graduate Scholarship, Nanjing University. |
| 1992, 1994, 1995 | People's Scholarship, Nanjing University |