

Yiwen Gao

Curriculum Vitae

Mobile: +86 (18215619057)

E-mail: gaoyvonnewen@gmail.com

Address: 555 Liutai Road, Wenjiang, Chengdu, Sichuan Province.

EDUCATION

Southwestern University of Finance and Economics

Chengdu, China

M.B.A. in Business Intelligence

Sep 2015 - Now

Southwestern University of Finance and Economics

Chengdu, China

B.B.A. in Information Systems and Information Management

Sep 2011 - June 2015

RESEARCH AND PUBLICATIONS

Research Interest

- Topics: Sharing Economy; Social Media; Business Analytics; Data Science; Economics of Information Systems
- Methodologies: Econometrics; Machine Learning; Sequence Analysis; Structural Equation Modeling

Journal Publications

1. Kang, M., Gao, Y., Wang, T., & Zheng, H. (2016). "Understanding the determinants of funders' investment intentions on crowdfunding platforms: A trust-based perspective," *Industrial Management & Data Systems*, 116(8), 1800-1819.
2. Li, H., Wu, J., Gao, Y., & Shi, Y. (2016). "Examining individuals' adoption of healthcare wearable devices: An empirical study from privacy calculus perspective," *International Journal of Medical Informatics*, 88, 8-17.
3. Gao, Y., Li, H., & Luo, Y. (2015). "An empirical study of wearable technology acceptance in healthcare," *Industrial Management & Data Systems*, 115(9), 1704-1723.
4. Kang, M., Gao, Y., Wang, T., & Wang, M. (2015). "The Role of Switching Costs in O2O Platforms: Antecedents and Consequences," *International Journal of Smart Home*, 9(3), 135-150.

Conference Presentations & Proceedings

1. Gao, X., Liu, Y., Gao, Y., Zhao, J., Yang, F., & Wang, T. (2015). "Understanding the role of commitments in explaining P2P lending investing willingness: Antecedents and consequences," in *Proceedings of 19th Pacific Asia Conference on Information Systems (PACIS 2015)*, Singapore, July 5-9, 2015.
2. Gao, Y., Kang, M., Wang, T., & Wang, M. (2014). "The role of switching costs in O2O platforms: Antecedents and consequences," in *Proceeding of 9th International Conference on Management of e-Commerce and e-Government (ICMeCG 2014)*, Shanghai, China, October 31- November 2, 2014.
3. Kang, M., Wang, T., Sun, S., Gao, Y., & Chen, L. (2014). "Exploring the role of switching costs in explaining micro-group adherence from the socio-technical perspective," in *Proceedings of 18th Pacific Asia Conference on Information Systems (PACIS 2014)*, Chengdu, China, June 26-28, 2014.

TEACHING

Teaching Interests

- Business Intelligence & Analytics
- Probability, Statistics, & Econometrics
- Programming for Business

Teaching Assistant

Linear Algebra

- Bachelor level required course, Southwestern University of Finance and Economics, Fall 2016, Fall 2017
- **Major Duties:** Grading student assignments every week; Grading and checking students' class participation and discussion; Coordinating students to take mid-term examination; Answering questions online every day and offline every two weeks

Advanced Algebra II

- Bachelor level required course, Southwestern University of Finance and Economics, Spring 2016
- **Major Duties:** Grading student assignments every week; Grading and checking students' class participation and discussion; Answering questions online every day and offline every two weeks

Consumer Behavior

- Adult education required course, Southwestern University of Finance and Economics, Spring 2016, Fall 2016, Spring 2017, Fall 2017
- **Major Duties:** Assisting the instructor (Dr. Guoping Hu) to design and update class materials; Managing the swufe-online site; Answering questions online every day

The Fundamentals of Computer

- Bachelor level required course, Southwestern University of Finance and Economics, Fall 2015
- **Major Duties:** Grading student assignments (5 personal task and 1 group task); Grading and checking students class participation and discussion;

AWARDS AND HONORS

1. Sichuan Provincial Outstanding Graduate Awards, 2017
 2. National Scholarship, 2016
 3. Best Paper in 9th International Conference on Management of e-Commerce and e-Government, 2014
- The role of switching costs in O2O platforms: Antecedents and consequences

SKILLS

Computer Skills: Python, SAS, R, Matlab, SPSS, AMOS

Language: Mandarin Chinese (native), English (fluent)