

Yiwen Gao

Mobile: +86 (18215619057)

E-mail: gaoyvonnewen@gmail.com

Personal Website: <https://yvonnegao.github.io>

Address: No.555 Liutai Road, Wenjiang, Chengdu, Sichuan Province, China

EDUCATION

Southwestern University of Finance and Economics(SWUFE)	Chengdu, China
M.B.A. in Business Intelligence	Sep 2015 - Now
Southwestern University of Finance and Economics(SWUFE)	Chengdu, China
B.B.A. in Information Systems and Information Management	Sep 2011 - June 2015

RESEARCH AND PUBLICATIONS

Research Interest

- Topics: Crowdfunding, Sharing Economy, health IT, Economics of Information Systems, Business Analytics
- Methodologies: Econometrics, Machine Learning, Structural Equation Modeling, Text Mining.

Journal Publications

- 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.
- 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.
- Gao, Y., Li, H., & Luo, Y. (2015). "An empirical study of wearable technology acceptance in healthcare," *Industrial Management & Data Systems*, 115(9), 1704-1723.
- 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

- 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.
- 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. (Best Paper)
- 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

- Math's Culture
Bachelor level elective course, SWUFE, Fall 2017
Major Duties: Assisting the instructor to update class materials; Managing the zhihuishu site; Supervising students taking class online; Organizing offline courses; Coordinating students to take discussion offline
- Advanced OS Systems Software
Master level elective courses, Summer 2016
Major Duties: Assisting the instructor to update class materials; Checking students class participation and discussion.
- Consumer Behavior
Adult education required course, SWUFE, Spring 2016, Fall 2016, Spring 2017, Fall 2017
Major Duties: Assisting the instructor to design and update class materials; Managing the swufe-online website; Answering questions online every day
- Linear Algebra/Advanced Algebra
Bachelor level required course, SWUFE, Spring 2015, Fall 2016, Spring 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
- The Fundamentals of Computer
Bachelor level required course, SWUFE, Fall 2015, Fall 2016
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 Award, Provincial level, 2017
2. First Prize of Zhuxin Scholarship, University level, 2017
3. National Scholarship, National level, 2016
4. First Prize of Academic Scholarship, University level, 2015, 2016, 2017
5. Outstanding Graduate Award, university level, 2015
6. Second Prize of BoC(Bank of China) Scholarship, university level, 2015
7. National Encouragement Scholarship, national level, 2014

SKILLS

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

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