

## Di Yuan

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### Research Interests

Economics of Machine Learning, Algorithm and AI

### Research Methods

Analytical Modelling, Game Theory, Econometrics

### Education

#### **Ph.D. in Information Systems and Technology Management**

2017-current

Katz Graduate School of Business, University of Pittsburgh

Dissertation: *Three Essays on the Analyses of Economic Issues of Algorithm*

Committee: Manmohan Aseri (Chair), Tridas Mukhopadhyay, Narayan Ramasubbu, Dennis Galletta, Zia Hydari

#### **M.S. in Accounting**

2009-2011

University of Melbourne, Australia

#### **B.S. in Accounting**

2005-2009

Shanghai University of Finance and Economics, China

### Research papers

**Yuan, D., Aseri, M., & Mukhopadhyay, T.** “*Is Fair Advertising Good for Platforms?*” Under 2nd round of review at *Management Science*

- **Winner, Best Student Paper Award in Conference on Information Systems and Technology (CIST), 2021**
- Available at [SSRN](#)

**Yuan, D., Aseri, M., & Ramasubbu, N.** “*Backfiring AI? Examining AI Deployment in Pay-For-Performance Regimes*” Preparing for submission

**Yuan, D., Aseri, M., & Ramasubbu, N.** “*Scamming Advertisements and Dissemination of Misinformation*” Work in progress

**Yuan, D., Hydari, Z., & Ramasubbu, N.** “*Opioid Crisis and Prescription Drug Monitoring Programs*” Work in progress

### Conference presentations

**Yuan, D., Aseri, M., & Ramasubbu, N.** “*Backfiring AI? Examining AI Deployment in Pay-For-Performance Regimes*” *Workshop on Information Systems and Economics (WISE)*. December 2022. *Scheduled*

**Yuan, D., Aseri, M., & Ramasubbu, N.** “*Backfiring AI? Examining AI Deployment in Pay-For-Performance Regimes*” *Conference on Information Systems and Technology (CIST)*. *Scheduled*

**Yuan, D.,** Aseri, M., & Mukhopadhyay, T. “Is Fair Advertising Good for Platforms?” *Workshop on Information Systems and Economics (WISE)*. December 2021, Austin, TX.

**Yuan, D.,** Aseri, M., & Mukhopadhyay, T. “Is Fair Advertising Good for Platforms?” *Conference on Information Systems and Technology (CIST)*. November 2021, Newport Beach, CA.

## **Teaching Experience**

### **Instructor**

- Introduction to Information Systems (Undergraduate)
  - Fall 2021 (Evaluation: 3.1/5.0)
  - Spring 2022, two sections (Evaluation: 3.9, 4.0/5.0)

### **Teaching Assistant**

- Business Systems Platforms (Graduate, Spring 2018, Spring 2019, Spring 2020, Spring 2021)
- Information Systems (Graduate, Summer 2021)
- IT Architectures and Platforms (Undergraduate, Spring 2020)

## **Industry Experience**

### **ESUPERFUND Pty Ltd, Docklands VIC, Australia**

*Position: Project manager, Mar 2015 – May 2017*

- Led the development of back-end data processing pipeline for in-house accounting system on Amazon Web Services

*Position: Data Analyst, Mar 2014 - Mar 2015*

- Created automatic processes to cleanse transactions data with SQL

*Position: Business Analyst, Sep 2012 - Mar 2014*

- Maintained and improved client management system (CRM)

*Position: Graduate Accountant, May 2012 - Sep 2012*

### **Dabur India, Mumbai, India**

*Position: Marketing Research Analyst, Jan 2011*

- Designed a market research questionnaire to understand the perception of Dabur’s products in Mumbai’s FMCG market
- Analyzed quantitative and qualitative data collected to derive insights on performance and key learnings

## **Academic Service**

### **Ad-hoc reviewer**

- Journal: Information Technology and Management (2022)
- Conference: European Conference on Information Systems (ECIS 2020)

### **To Profession**

- Webmaster, CMU-Pitt Seminar on Information Technology & Economics (2020-2021)

## **Professional Development and Technical Skills**

- Data analytics & programming: proficient in SQL, R, Python, Stata and Mathematica; work knowledge in MATLAB and SAS
- Certified Practicing Accountants (CPA Australia) Member
- Bilingual in English and Chinese; basic level of French

## **References**

MANMOHAN ASERI

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Relation with me: advisor and co-author

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Relation with me: advisor and co-author

TRIDAS MUKHOPADHYAY

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David A. Tepper School of Business, Carnegie Mellon University

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Relation with me: advisor and co-author