

Di Yuan

POSTDOC · GIES COLLEGE OF BUSINESS, UIUC

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Appointment

Gies College of Business, University of Illinois Urbana-Champaign
Postdoctoral Research Associate

Champaign, IL, USA
Fall 2023 - present

Education

Katz Graduate School of Business, University of Pittsburgh
Ph.D. Information Systems

Pittsburgh, PA, USA
2023

University of Melbourne
M.S. Accounting

Melbourne, VIC, Australia
2011

Shanghai University of Finance and Economics
B.S. Accounting

Shanghai, China
2009

Research Interests & Methods

Topics: Economics of Machine Learning, Algorithms and AI; Online Platforms.

Methods: Analytical Modelling, Game Theory, Econometrics & Causal Inference, Machine Learning.

Research Papers

UNDER REVIEW

Di Yuan, Manmohan Aseri & Tridas Mukhopadhyay. “Is Fair Advertising Good for Platforms?” Major revision (2nd round) at *Marketing Science*.

- **Winner, Best Student Paper Award** in Conference on Information Systems and Technology (CIST), 2021.

Di Yuan, Manmohan Aseri & Narayan Ramasubbu. “Backfiring AI? AI Deployment in Workplace” Major revision at *Management Science*.

WORKING PAPERS

Di Yuan, Manmohan Aseri, Vibhanshu Abhishek & Kartik Hosanagar. “Economics of GenAI Adoption by Creator Platforms”

Luying Wang & **Di Yuan**. “AI-Generated Content: Recommend or Not?”

Di Yuan, Zia Hydari & Narayan Ramasubbu. “Opioid Crisis and Prescription Drug Monitoring Programs.”

RESEARCH IN PROGRESS

“Beyond Taste: Using Large Language Models to Mitigate Bias in Online Product Reviews.”: data analysis stage

“The Influence of AI Chatbot Assistance on Student Learning and Engagement in College Education.”: research design

Conference Presentations

Di Yuan & Luying Wang. “AI-Generated Content: Recommend or Not?”

- INFORMS 2024 (Scheduled)

Di Yuan, Manmohan Aseri, Vibhanshu Abhishek & Kartik Hosanagar. “Economics of GenAI Adoption by Creator Platforms”

- ISMS 2024, CIST 2023, INFORMS 2023, WISE 2023

Di Yuan, Manmohan Aseri & Narayan Ramasubbu. “Backfiring AI? Examining AI Deployment in PayForPerformance Regimes.”

- Wharton AI Conference (May 2024), CIST 2022, WISE 2022

Di Yuan, Manmohan Aseri & Tridas Mukhopadhyay. “Is Fair Advertising Good for Platforms?”

- CIST 2021, WISE 2021, INFORMS 2022

Teaching Experience

INSTRUCTOR

Advanced Marketing Management (Undergraduate)

- Spring 2024

Introduction to Information Systems (Undergraduate)

- Spring 2022, two sections (Evaluation: 3.9, 4.0/5.0)
- Fall 2021 (Evaluation: 3.1/5.0)

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

Project Manager

Mar 2015 - May 2017

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

Business & Data Analyst

May 2012 - Mar 2015

- Designed and maintained client portal and client management system (CRM).
- Created automatic processes to cleanse transactions data with SQL.

Dabur India

Mumbai, India

Marketing Research Analyst

Jan 2011

- Conducted market research to understand the perception of Dabur's products in Mumbai's FMCG market.
- Analyzed quantitative and qualitative data to derive insights on performance and earnings.

Awards

Best Student Paper Award in Conference on Information Systems and Technology

2021

Katz Travel Grant, University of Pittsburgh

2021 - 2022

ELG Fellowship, University of Pittsburgh

2017 - 2022

Services & Professional Development

AD-HOC REVIEWER

Management Science

Transactions on Management Information Systems

Information Technology and Management

ICIS 2024, ECIS 2020

SKILLS & MEMBERSHIPS

Programming: proficient in SQL, R, Python, Stata, and Mathematica; work knowledge in MATLAB and SAS

AIS, INFORMS member

Certified Practicing Accountants (Australia) Member