Di Yuan

POSTDOC · GIES COLLEGE OF BUSINESS, UIUC

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Appointment

Gies College of Business, University of Illinois Urbana-Champaign *Champaign, IL, USA*
Postdoctoral Research Associate *Fall 2023 - present*

Education

Katz Graduate School of Business, University of Pittsburgh *Pittsburgh, PA, USA*
Ph.D. Information Systems *2023*
- Dissertation: Artificial Intelligence, Fairness and Productivity
- Committee: Manmohan Aseri (Chair), Tridas Mukhopadhyay, Narayan Ramasubbu, Dennis Galletta, Zia Hydari

University of Melbourne *Melbourne, VIC, Australia*
M.S. Accounting *2011*
Shanghai University of Finance and Economics *Shanghai, China*
B.S. Accounting *2009*

Research Interests & Methods

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

Methods: Analytical Modelling, Game Theory, Econometrics, Causal Inference.

Research Papers

UNDER REVIEW

Di Yuan, Manmohan Aseri & Tridas Mukhopadhyay. "*Is Fair Advertising Good for Platforms?*" Major revision at **Marketing Science**.
- **Winner**, **Best Student Paper Award** in Conference on Information Systems and Technology (CIST), 2021
- Available at SSRN.

WORK IN PROGRESS

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

Di Yuan, Manmohan Aseri & Vibhanshu Abhishek. "*Price Generative AI or Keep It Free?*"

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

Conference Presentations

Di Yuan, Manmohan Aseri & Vibhanshu Abhishek. "*Price Generative AI or Keep It Free?*"
- Scheduled: CIST 2023, INFORMS 2023, WISE 2023

Di Yuan, Manmohan Aseri & Narayan Ramasubbu. "*Backfiring AI? Examining AI Deployment in PayForPerformance Regimes.*"
- 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

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
Transactions on Management Information Systems
Information Technology and Management
European Conference on Information Systems 2020

TO PROFESSION
Webmaster, CMU-Pitt Seminar on Information Technology & Economics

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