Mochen Yang

PhD. Candidate, Carlson School of Management, University of Minnesota

4-365 Carlson School of Management, Minneapolis, MN, 55455

E-mail: yang3653@umn.edu   *Web:* mochenyang.github.io

EDUCATION

Carlson School of Management, University of Minnesota   **2013 - 2018**

 PhD in Business Administration

School of Economics and Management, Tsinghua University   **2009 - 2013**

 Bachelor of Information Management and Information System

Rotman School of Management, University of Toronto   **9/2011 - 12/2011**

 Exchange Student

RESEARCH INTEREST

Topics: user-generated content, social media, design science

JOURNAL PUBLICATION

Yang M, Adomavicius G, Burtch G, & Ren Y. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining. ***Information Systems Research***, *forthcoming*

PAPER UNDER REVIEW

Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. Prepare for 3rd round review, ***Information Systems Research***

Adomavicius G, Gupta A, & Yang M. Efficient Computational Strategies for Dynamic Inventory Liquidation. Prepare for 2nd round review, ***Information Systems Research***

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Feedback to Bidders in Homogeneous-Item Continuous Combinatorial Auctions. Under 1st round review, ***Management Information Systems Quaterly***

WORK IN PROGRESS

Yang M, Ren Y, & Adomavicius G. The Dynamics of Social Media Engagement: A Quasi-Experimental Study of the "Reactions" Feature on Facebook Business Pages

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Multi-Item Multi-Unit Combinatorial Auctions

CONFERENCE PAPER

Yang M, Ren Y, & Adomavicius G. Engagement beyond Liking and Commenting: A Quasi-Experimental Study of the "Reactions" Feature on Facebook Business Pages. **WCBA**, 2017, Utah

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Homogeneous Item Combinatorial Auctions. **WITS**, 2016, Dublin

Yang M, Adomavicius G, Burtch G, & Ren Y. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Machine Learning. **WCBI**, 2016, Utah

Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation, **WITS**, 2015, Dallas

Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. **CIST**, 2014, San Francisco

TEACHING

IDSc 4444 Descriptive and Predictive Analytics, Fall 2016 (Term A)

Instructor Rating: 5.80/6.00; Enrollment: 47

IDSc 4444 Descriptive and Predictive Analytics, Spring 2017 (Term B)

Instructor Rating: 5.70/6.00; Enrollment: 52

HONORS AND AWARDS

Graduate School Dissertation Fellowship, University of Minnesota, 2017 - 2018

Best Reviewer Award, Workshop on Information Technology and Systems (*WITS*), Dublin, 2016

Graduated with Honor, Tsinghua University, 2013

National Scholarship, Ministry of Education, China, 2010

SERVICE

Reviewer

Management Science, Information Systems Research, Management Information Systems Quaterly, Organization Science, European Journal of Information System, Journal of Strategic Information Systems, ICIS (2014, 2015, 2016, 2017), CIST (2015, 2017), PACIS (2017)

Program Committee Member

PACIS (2016), WITS (2016, 2017)