

# Mochen Yang

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## EDUCATION

<b>Carlson School of Management, University of Minnesota</b>	<b>2013 - 2018</b>
PhD in Business Administration	
<b>School of Economics and Management, Tsinghua University</b>	<b>2009 - 2013</b>
Bachelor of Information Management and Information System	
<b>Rotman School of Management, University of Toronto</b>	<b>9/2011 - 12/2011</b>
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 Quarterly*

## 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, 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)