

Mochen Yang

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ACADEMIC APPOINTMENTS

Carlson School of Management, University of Minnesota **2019 - present**

Assistant Professor, Department of Information and Decision Sciences

Kelley School of Business, Indiana University **2018 - 2019**

Assistant Professor, Department of Operations & Decision Technologies

EDUCATION

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

PhD in Business Administration, Department of Information & Decision Sciences

Thesis: Towards a Comprehensive Understanding of User-Generated Content and Engagement Behavior on Facebook Business Pages

Committee: Yuqing Ren (Advisor), Gediminas Adomavicius (Advisor), Gordon Burtch, Jisu Huh

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

JOURNAL PUBLICATIONS

1. Yang M, Ren Y, & Adomavicius G. (2020) Engagement by Design: An Empirical Study of the “Reactions” Feature on Facebook Business Pages. *ACM Transactions on Computer-Human Interaction (TOCHI)*, forthcoming.
2. Adomavicius G, Gupta A, & Yang M. (2019). Designing Real-Time Feedback for Bidders in Homogeneous-Item Continuous Combinatorial Auctions. *MIS Quarterly*, 43(3), 721-743.
3. Yang M, Adomavicius G, & Gupta A. (2019). Efficient Computational Strategies for Dynamic Inventory Liquidation. *Information Systems Research*, 30(2), 595-615.
4. Yang M, Ren Y, & Adomavicius G. (2019) Understanding User-Generated Content and Customer Engagement on Facebook Business Pages. *Information Systems Research*, 30(3), 839-855.

Selected Media Coverage: [INFORMS Press Release](#), [INFORMS “Resoundingly Human” Podcast](#), [EurekAlert](#), [Tech Xplore](#), [eurasia review](#), [EDWEEK Market Brief](#)

5. Yang M, Adomavicius G, Burtch G, & Ren Y. (2018). Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining. *Information Systems Research*, 29(1), 4-24.

Featured Article

WORKING PAPERS

1. Adomavicius G, Gupta A, & Yang M. Bidder Support in Multi-Item Multi-Unit Continuous Combinatorial Auctions: A Unifying Theoretical Framework.
 2. Yang M, McFowland E, Burtch G, Adomavicius G. Achieving Reliable Causal Inference with Data-Mined Variables: A Random Forest Approach to the Measurement Error Problem
 3. Adomavicius G, Yang M. Integrating Behavioral, Economic, and Technical Insights to Address Algorithmic Bias: Challenges and Opportunities for IS Research.
 4. Tan X, Yang M, Wang G. Promoting Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study.
 5. Bi X, Yang M, Adomavicius G. Consumer Acquisitions for Recommender Systems: A Theoretical Framework and Empirical Evaluations.
 6. Cheng X, Bala H, Yang M. User Engagement on Social Media Business Pages: The Interplay between User Comments and Firm Responses.
 7. Ren Y, Rodas M, Carlos T, Yang M. Social Media to Engage the Global Market: Understanding Cultural Differences in User-Generated Posts on Facebook Business Pages.
 8. Kim A, Yang M, Zhang J. When Algorithms Err: Differential Impact of Early vs. Late Errors on Users' Reliance on Algorithms.
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CONFERENCE PAPERS

1. Bi X, Yang M, Adomavicius G. Consumer Acquisitions for Recommender Systems: A Theoretical Framework and Empirical Validations. Winter Conference on Business Analytics (*WCBA*), Snowbird, Utah, 2020.
2. Tan X, Yang M, Wang G. Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study. Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, Pennsylvania, 2019.
3. Yang M, McFowland E, Burtch G, Adomavicius G. Generating Instrumental Variables via Random Forest to Address Endogeneity due to Prediction Error in Data-Mined Variables. Winter Conference on Business Analytics (*WCBA*), Snowbird, Utah, 2019.
4. Yang M, McFowland E, Burtch G, Adomavicius G. Seeing the Forest for the Trees: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences. Conference on Digital Experimentation (*CODE*), Boston, Massachusetts, 2018.
5. Yang M, McFowland E, Burtch G, Adomavicius G. Seeing the Forest for the Trees: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences. INFORMS Workshop on Data Science, Phoenix, Arizona, 2018. - **Best Paper Nomination**

6. Yang M, Ren Y, & Adomavicius G. Engagement by Design: An Empirical Study of the “Reactions” Feature on Facebook Business Pages. Workshop on Information Technologies and Systems (**WITS**), Seoul, Korea, 2017.
 7. Yang M, Ren Y, & Adomavicius G. The Dynamics of Social Media Engagement: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. Conference on Information Systems and Technology (**CIST**), Houston, Texas, 2017.
 8. Yang M, Ren Y, & Adomavicius G. Engagement beyond Liking and Commenting: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. Winter Conference on Business Analytics (**WCBA**), Snowbird, Utah, 2017.
 9. Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Homogeneous Item Combinatorial Auctions. Workshop on Information Technologies and Systems (**WITS**), Dublin, Ireland, 2016.
 10. Yang M, Adomavicius G, Burtch G, & Ren Y. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Machine Learning. Winter Conference on Business Intelligence (**WCBI**), Snowbird, Utah, 2016.
 11. Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation. Workshop on Information Technologies and Systems (**WITS**), Dallas, Texas, 2015.
 12. Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. Conference on Information Systems and Technology (**CIST**), San Francisco, California, 2014.
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TALKS AND PRESENTATIONS

Conference Presentations

1. Yang M, McFowland E, Burtch G, Adomavicius G. Seeing the Forest for the Trees: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences. INFORMS Workshop on Data Science, Phoenix, Arizona, 2018.
2. Yang M, Ren Y, & Adomavicius G. Engagement by Design: An Empirical Study of the “Reactions” Feature on Facebook Business Pages. Workshop on Information Technologies and Systems (**WITS**), Seoul, Korea, 2017.
3. Yang M, Ren Y, & Adomavicius G. The Dynamics of Social Media Engagement: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. Conference on Information Systems and Technology (**CIST**), Houston, Texas, 2017.
4. Yang M, Ren Y, & Adomavicius G. Engagement beyond Liking and Commenting: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. Winter Conference on Business Analytics (**WCBA**), Snowbird, Utah, 2017.
5. Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Homogeneous Item Combinatorial Auctions. Workshop on Information Technologies and Systems (**WITS**), Dublin, Ireland, 2016.
6. Yang M, Adomavicius G, Burtch G, & Ren Y. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Machine Learning. Winter Conference

on Business Intelligence (**WCBI**), Snowbird, Utah, 2016.

7. Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation. Workshop on Information Technologies and Systems (**WITS**), Dallas, Texas, 2015.
8. Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. Conference on Information Systems and Technology (**CIST**), San Francisco, California, 2014.

Invited Talks and Presentations

1. Consumer Acquisitions for Recommender Systems: A Theoretical Framework and Empirical Evaluations. INFORMS Session - Platform Economy, National Harbor, Maryland, 2020.
2. Analyzing User-Generated Content on Firms' Social Media Pages. Twin Cities Knowledge Management Forum, 2019.
3. Achieving Reliable Causal Inference with Data-Mined Variables: A Random Forest Approach to the Measurement Error Problem. George Washington University School of Business, George Washington University, Washington, D.C., 2019.
4. Seeing the Forest for the Trees: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences. School of Economics and Management, Tsinghua University, Beijing, China, 2018.
5. Seeing the Forest for the Trees: Generating Instrumental Variables with Random Forest for Bias Correction in Statistical Inferences. INFORMS Session - Business Applications of Artificial Intelligence, Phoenix, Arizona, 2018.
6. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. University of Georgia, Terry College of Business, Athens, Georgia, 2017 (Job Talk).
7. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining. Carnegie Mellon University, Tepper School of Business, Pittsburgh, Pennsylvania, 2017 (Job Talk).
8. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining. Indiana University, Kelley School of Business, Bloomington, Indiana, 2017 (Job Talk).
9. Mind the Gap: Accounting for Measurement Error and Misclassification in Variables Generated via Data Mining. New York University, Stern School of Business, New York, 2017 (Job Talk).
10. Analyzing User-Generated Content on Firm-Hosted Social Media Pages. Financial and Retail Conference (**FARCON**), MinneAnalytics, 2017.
11. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. Social Media and Business Analytics Collaborative (**SOBACO**) Symposium, Carlson School of Management, 2015.

TEACHING

Teaching at University of Minnesota

MSBA 6130: Introduction to Business Analytics in R, Fall 2020
MSBA 6440: Causal Inference via Econometrics and Experiments, Spring 2020

Teaching at Indiana University

K353: Business Analytics and Modeling, Spring 2019
K579: Business Analytics Concepts and Management, Spring 2019
C552: IT for Managers: The Strategic Use of Information Technology in Business, one session on Business Application of Machine Learning, Guest Lecturer, Fall 2018, Summer 2019

Teaching Experiences as PhD Student

IDSc 4444: Descriptive and Predictive Analytics, Instructor, Fall 2016, Spring 2017
Predictive Analytics, Guest Lecturer, Fall 2015, Fall 2017
Exploratory Data Analytics and Visualization, Guest Lecturer, Fall 2015

PROFESSIONAL RECOGNITIONS

Honors and Awards

MSBA Outstanding Teacher Award (Specialty Course), 2020
INFORMS Information Systems Society (ISS) Nunamaker-Chen Dissertation Award, 2018
International Conference on Information Systems (ICIS) Doctoral Consortium Attendee, 2017
PhD Student Teaching Award, Carlson School of Management, 2016-2017
Graduate School Dissertation Fellowship, University of Minnesota, 2017-2018
Best Reviewer Award, Workshop on Information Technologies and Systems (WITS), 2016
Graduated with Honors, Tsinghua University, 2013
National Scholarship, Ministry of Education, China, 2010

Grants

Research Data Grant, Kelley School of Business, Fall 2018 (\$1800)
Graduate School Dissertation Fellowship travel grant, Fall 2017 (\$1000)
Carlson School PhD Travel Fellowship, 2014-2018, 5 times
Department Travel Grant, Carlson School of Management, 2014-2018, 6 times
SOBACO Micro-Grants, Carlson School of Management, Fall 2014 (\$1000)

General Media Mentions / Interviews

[Kelley faculty members in operations and decision technologies honored for their research](#)
[Media Contribution: With Interoperability, You'll Feel Right At \(Smart\) Home](#)

STUDENT ADVISING

Xiaoye Cheng, Dissertation Committee Member, Indiana University, 2019
Sandeep Gangarapu, Dissertation Committee Member, University of Minnesota, In Progress

SERVICE

Conference Organization

Session Chair: Production and Operations Management Society Conference (2020, Social Media and IOT); INFORMS (2020, Social Media and Platform)

Conference Program Committee Member or Associate Editor

Winter Conference on Business Analytics
International Conference on Information Systems
Conference on Information Systems and Technology
Workshop on Information Technologies and Systems
Pacific Asia Conference on Information Systems

Reviewer

Information Systems Research
MIS Quarterly
Management Science
Organization Science
European Journal of Information Systems
ACM Transactions on Management Information Systems
Journal of Strategic Information Systems
Information Systems Journal
International Conference on Information Systems
Conference on Information Systems and Technology
Pacific Asia Conference on Information Systems
Hawaii International Conference on System Sciences

Departmental Services

Ph.D. Recruiting Committee, Indiana University, 2019

Other Services

Webmaster, INFORMS Information Systems Society, 2019-2022