

# 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	

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## RESEARCH INTEREST

**Topic:** digital content and engagement behaviors on social media, computational design for complex market mechanisms

**Methodology:** econometrics, randomized experiment, machine learning, mathematical modeling, simulations

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## 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*

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## 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, *MIS Quarterly*

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## 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

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## CONFERENCE PAPER

Yang M, Ren Y, & Adomavicius G. The Dynamics of Social Media Engagement: A Quasi-Experimental Study of the “Reactions” Feature on Facebook Business Pages. **CIST**, 2017, Houston

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

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## 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

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## HONORS AND AWARDS

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 Technology and Systems (WITS), Dublin, 2016

Graduated with Honor, Tsinghua University, 2013

National Scholarship, Ministry of Education, China, 2010

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## **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)

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## **TECHNICAL SKILLS**

C, Python, R, Stata, SAS, RapidMiner, MySQL, Github, L<sup>A</sup>T<sub>E</sub>X