

# Mochen Yang

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## EDUCATION

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

PhD in Business Administration  
Major: Information & Decision Sciences (expected graduation date 5/2018)  
Advisors: Yuqing (Ching) Ren, Gediminas Adomavicius

**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

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## RESEARCH INTERESTS

My research aims at deriving insights and strategies to facilitate interactions and transactions among various actors in IT-enabled platforms and markets. In particular, I combine econometric analyses, randomized experiments, survey methods, and machine learning to study the relationships between digital content and engagement behaviors in business pages on social media. In addition, I use mathematical modeling and simulation methods to design theoretically robust and computationally efficient technology artifacts and mechanisms that facilitate economic efficiency and decision making in complex markets.

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## JOURNAL PUBLICATIONS

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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## PAPERS UNDER REVIEW

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

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

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Feedback to Bidders in Homogeneous-Item Continuous Combinatorial Auctions. *MIS Quarterly*, in preparation for 2nd round review.

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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. Target Journal: *MIS Quarterly*.

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Multi-Item Multi-Unit Combinatorial Auctions. Target Journal: *Management Science*.

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## CONFERENCE PAPERS

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.

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.

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.

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.

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.

Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation. Workshop on Information Technologies and Systems (*WITS*), Dallas, Texas, 2015.

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

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.

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.

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.

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.

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.

Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation. Workshop on Information Technologies and Systems (**WITS**), Dallas, Texas, 2015.

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.

### Other Talks and Presentations

Yang M. Analyzing User-Generated Content on Firm-Hosted Social Media Pages. Financial and Retail Conference (**FARCON**), MinneAnalytics, 2017.

Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. Social Media and Business Analytics Collaborative (**SOBACO**) Symposium, Carlson School of Management, 2015.

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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

### Served as Guest Lecturer

Predictive Analytics, Fall 2017, several sessions on Numeric Prediction and Text Analytics

Predictive Analytics, Fall 2015, 1 session on RapidMiner Tutorial

Exploratory Data Analytics and Visualization, Fall 2015, 2 sessions on Clustering Analysis

### Served as Teaching Assistant

Modeling and Heuristics for Decision Making, Spring 2016  
Exploratory Data Analytics and Visualization, Fall 2014/2015  
Predictive Analytics, Fall 2014/2015  
Business Analytics, Spring 2014/2015  
Business Intelligence, Spring 2014  
Advanced Business Intelligence, Spring 2014/2015  
Information Technology Management, Fall 2013

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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 Technologies and Systems (WITS), Dublin, 2016  
Graduated with Honors, Tsinghua University, 2013  
National Scholarship, Ministry of Education, China, 2010

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## **SERVICE**

### **Served as Reviewer**

Management Science  
Information Systems Research  
MIS Quarterly  
Organization Science  
European Journal of Information Systems  
Journal of Strategic Information Systems  
International Conference on Information Systems (2014, 2015, 2016, 2017)  
Conference on Information Systems and Technology (2015, 2017)  
Pacific Asia Conference on Information Systems (2017)

### **Served as Program Committee Member**

Pacific Asia Conference on Information Systems (2016)  
Workshop on Information Technologies and Systems (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