

# Mochen Yang

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Assistant Professor, Carlson School of Management, University of Minnesota

CSOM 3-151, 321 19th Ave S, Minneapolis, MN

E-mail: [yang3653@umn.edu](mailto:yang3653@umn.edu) Phone: 612-625-7324 Web: [mochenyang.github.io](http://mochenyang.github.io)

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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

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## 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

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## JOURNAL PUBLICATIONS

1. 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.
2. Yang M, Adomavicius G, & Gupta A. (2019). Efficient Computational Strategies for Dynamic Inventory Liquidation. *Information Systems Research*, 30(2), 595-615.
3. 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](#), [EurekAlert](#), [Tech Xplore](#), [eurasia review](#), [EDWEEK Market Brief](#)

4. 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

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## WORKING PAPERS

Yang M, Ren Y, & Adomavicius G. Engagement by Design: An Empirical 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.

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

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.

Adomavicius G, Yang M. Integrating Behavioral, Economic, and Technical Insights to Address Algorithmic Bias: Challenges and Opportunities for IS Research.

Tan X, Yang M, Wang G. Managing Adoption of Artificial Intelligence in the Presence of Human Intelligence: A Field Study.

Cheng X, Bala H, Yang M. User Engagement on Social Media Business Pages: The Interplay between User Comments and Firm Responses.

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## CONFERENCE PAPERS

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.

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.

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.

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**

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, 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.

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.

### Invited Talks and Presentations

Analyzing User-Generated Content on Firms’ Social Media Pages. Twin Cities Knowledge Management Forum, 2019.

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.

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.

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.

Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. University of Georgia, Terry College of Business, Athens, Georgia, 2017 (Job Talk).

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).

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).

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).

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

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

### 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

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## PROFESSIONAL RECOGNITIONS

### Honors and Awards

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](#)

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## **STUDENT ADVISING**

Xiaoye Cheng, Dissertation Committee Member, Indiana University 2019

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## **SERVICE**

### **Conference Organization**

Production and Operations Management Society Conference, 2020, Session Chair onn “Social Media and IOT”

### **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

### **Conference Program Committee Member or Associate Editor**

Pacific Asia Conference on Information Systems  
Workshop on Information Technologies and Systems

Conference on Information Systems and Technology  
International Conference on Information Systems  
Winter Conference on Business Analytics

**Departmental Services at Indiana University**

Ph.D. Recruiting Committee, 2019

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