

# Mochen Yang

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PhD. Candidate, Carlson School of Management, University of Minnesota

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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*.

A short version is currently under review at Workshop on Information Technologies and Systems (2017).

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 AND PRESENTATIONS

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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## 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 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

*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)

***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