

# 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

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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. 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)*, 27(6).  
Selected Media Coverage: [Discover at Carlson](#)
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

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## 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 Algorithm Adoption in the Presence of Human Experts: 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.
  9. Liu C, Yang M, Wen M. Judge Me on My Losers: Does Adaptive Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash?
  10. Yang M, Bi X. The Goldilocks Principle of Cooperation: Understanding Federated Learning in Healthcare via Iterated Prisoner's Dilemma.
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## CONFERENCE PAPERS AND PRESENTATIONS

(presentations marked by [✓])

1. Judge Me on My Losers: Does Adaptive Robo-Advisors Outperform Human Investors during the COVID-19 Financial Market Crash?

Conference on Information Systems and Technology (*CIST*), Newport Beach, California, 2021.

2. The Goldilocks Principle of Cooperation: Understanding Federated Learning in Healthcare via Iterated Prisoner's Dilemma.

[✓]China Summer Workshop on Information Management (*CSWIM*), Virtual, 2021.

- [✓]Conference on Information Systems and Technology (*CIST*), Newport Beach, California, 2021.
3. Kim A, Yang M, Zhang J. When Algorithms Err: Differential Impact of Early vs. Late Errors on Users' Reliance on Algorithms.  
[✓]Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, 2020.  
Conference on Information Systems and Technology (*CIST*), Virtual, 2020.
  4. Bi X, Yang M, Adomavicius G. Consumer Acquisitions for Recommender Systems: A Theoretical Framework and Empirical Validations.  
[✓]Workshop on Information Technologies and Systems (*WITS*), Virtual, 2020.  
[✓]INFORMS Annual Meeting, Virtual, 2020.  
Winter Conference on Business Analytics (*WCBA*), Snowbird, Utah, 2020.
  5. 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.
  6. Yang M, McFowland E, Burtch G, Adomavicius G. Seeing the Forest for the Trees: 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.  
[✓]Conference on Digital Experimentation (*CODE*), Boston, Massachusetts, 2018.  
[✓]INFORMS Workshop on Data Science, Phoenix, Arizona, 2018. (**Best Paper Nomination**)
  7. 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.  
[✓]Conference on Information Systems and Technology (*CIST*), Houston, Texas, 2017.  
[✓]Winter Conference on Business Analytics (*WCBA*), Snowbird, Utah, 2017.
  8. 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.
  9. 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.
  10. Adomavicius G, Gupta A, & Yang M. Computational Strategies for Inventory Liquidation.  
[✓]Workshop on Information Technologies and Systems (*WITS*), Dallas, Texas, 2015.
  11. Yang M, Ren Y, & Adomavicius G. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages.

## INVITED TALKS AND SEMINARS

1. TBD, McCombs School of Business, University of Texas at Austin, 2022 (scheduled).
2. Understanding Federated Learning in Healthcare via Iterated Prisoner's Dilemma. IDSc Departmental Friday Seminar, 2021 (scheduled).
3. Understanding Federated Learning in Healthcare via Iterated Prisoner's Dilemma. Carlson School Summer Applied Economics Seminar Series, 2021 (scheduled).
4. Analyzing User-Generated Content on Firms' Social Media Pages. Twin Cities Knowledge Management Forum, 2019.
5. 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.
6. 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.
7. 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.
8. Understanding Word-of-Mouth and Customer Engagement on Facebook Business Pages. University of Georgia, Terry College of Business, Athens, Georgia, 2017 (Job Talk).
9. 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).
10. 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).
11. 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).
12. Analyzing User-Generated Content on Firm-Hosted Social Media Pages. Financial and Retail Conference (*FARCON*), MinneAnalytics, 2017.
13. 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 University of Minnesota

MSBA 6130: Introduction to Business Analytics in R  
MSBA 6440: Causal Inference via Econometrics and Experiments  
MSBA 6460: Advanced AI for Business Application  
CHEMBA Residency Program: Business Analytics

### **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**

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**

“Understanding and Improving Federated Learning in Healthcare”, Cisco Research, 2021-2022 (\$137,000, co-PI with Xuan Bi)  
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  
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)

Webmaster: Workshop on Information Technologies and Systems, 2020

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

INFORMS Data Science Workshop

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

Production and Operations Management Journal

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**

Faculty Recruiting Committee, University of Minnesota, 2020

Ph.D. Recruiting Committee, Indiana University, 2019

### **Other Services**

Webmaster, INFORMS Information Systems Society, 2019-2022