Mochen Yang

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

    Advisors: Yuqing 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

RESEARCH INTEREST

My research aims at deriving insights and strategies to facilitate interactions and transactions among various actors in IT-enabled platforms and markets. I leverage econometric analyses, controlled lab experiments, and machine learning to study digital content and associated engagement behaviors on social media brand pages, and the resulting challenges and opportunities for associated firms. I use mathematical modeling and simulation methods to design theoretically robust and computationally efficient artifacts and mechanisms that support decision making in complex markets. I expect to contribute to both theoretical and practical understanding of activities IT-enabled platforms and markets.

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*

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 Quaterly*

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

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

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

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

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)

TECHNICAL SKILLS

C, Python, R, Stata, SAS, RapidMiner, MySQL, Github, LaTeX