Mochen Yang

Assistant Professor, Kelley School of Business, Indiana University
Kelley School of Business, 1309 E 10th St, HH 4125
E-mail: yangmo@iu.edu *Phone:* 812-855-5268 *Web:* mochenyang.github.io

EMPLOYMENT

Kelley School of Business, Indiana University **2018 - Present**

Assistant Professor, Department of Operations & Decision Technologies

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

JOURNAL PUBLICATIONS

Adomavicius G, Gupta A, & Yang M. Designing Real-Time Feedback for Bidders in Homogeneous-Item Continuous Combinatorial Auctions. ***MIS Quarterly***, forthcoming.

Yang M, Adomavicius G, & Gupta A. Efficient Computational Strategies for Dynamic Inventory Liquidation. ***Information Systems Research***, forthcoming.

Yang M, Ren Y, & Adomavicius G. Understanding User-Generated Content and Customer Engagement on Facebook Business Pages. ***Information Systems Research***, forthcoming.

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.

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 Ethics into AI-Augmented Decision Making.

CONFERENCE PAPERS

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.

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

TBD. 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.

TEACHING

Teaching at Indiana University

K353: Business Analytics and Modeling (Spring 2019)
K579: Business Analytics Concepts and Management (Spring 2019)

Guest Lectures

C552: IT for Managers: The Strategic Use of Information Technology in Business, one session on Business Application of Machine Learning (Fall 2018)

Teaching at University of Minnesota

IDSc 4444: Descriptive and Predictive Analytics, Instructor (Fall 2016; Spring 2017)
Predictive Analytics, Guest Lecturer (Fall 2017, Fall 2015)
Exploratory Data Analytics and Visualization, Guest Lecturer (Fall 2015)

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)

Media Mentions

Kelley faculty members in operations and decision technologies honored for their research

---

SERVICE

Reviewer

Information Systems Research
MIS Quarterly
Management Science
Organization Science
European Journal of Information Systems
Journal of Strategic Information Systems
Information Systems Journal
International Conference on Information Systems (2014-2019)
Conference on Information Systems and Technology (2015, 2017)
Pacific Asia Conference on Information Systems (2017)

Program Committee Member or Associate Editor

Pacific Asia Conference on Information Systems (2016)
Workshop on Information Technologies and Systems (2016-2019)
Conference on Information Systems and Technology (2018)
International Conference on Information Systems (2019)

Departmental Services at Indiana University

Ph.D. Recruiting Committee (2019)
