

# Mochen Yang

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## EMPLOYMENT

**Kelley School of Business, Indiana University**

**2018 - Present**

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

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.

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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. Using Data-Mined Variables in Causal Inference Tasks: 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.

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## 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.

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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

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)

### 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)

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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)

## **Media Mentions**

[Kelley faculty members in operations and decision technologies honored for their research](#)

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## **SERVICE**

### **Served as Reviewer**

Information Systems Research  
MIS Quarterly  
Management Science  
Organization Science  
European Journal of Information Systems  
Journal of Strategic Information Systems  
International Conference on Information Systems (2014-2018)  
Conference on Information Systems and Technology (2015, 2017)  
Pacific Asia Conference on Information Systems (2017)

### **Served as Program Committee Member or Associate Editor**

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

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