Mochen Yang

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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

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.

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.

PAPERS UNDER REVIEW

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

Yang M, Ren Y, & Adomavicius G. Engagement by Design: An Empirical Study of the "Reactions" Feature on Facebook Business Pages. ***MIS Quarterly***, under 1st round review.

WORK IN PROGRESS

Adomavicius G, Gupta A, & Yang M. Providing Real-Time Bidder Support in Multi-Item Multi-Unit Combinatorial Auctions. Target Journal: *Management Science.*

CONFERENCE PAPERS

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, 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

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

Instructor

IDSc 4444: Descriptive and Predictive Analytics (Fall 2016; Spring 2017)

Guest Lecturer

Predictive Analytics, Fall 2017, several sessions on Numeric Prediction and Text Analytics
Predictive Analytics, Fall 2015, 1 session on RapidMiner Tutorial
Exploratory Data Analytics and Visualization, Fall 2015, 2 sessions on Clustering Analysis

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

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

SERVICE

Served as 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)

Served as Program Committee Member

Pacific Asia Conference on Information Systems (2016)
Workshop on Information Technologies and Systems (2016, 2017)

TECHNICAL SKILLS

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