

Yu Rain Kan

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EDUCATION	University of Washington, Michael G. Foster School of Business Ph.D. in Business Administration, Information Systems Minors: Economics, Operations Management, Research Methods Advisors: Yong Tan, Uttara M. Ananthakrishnan Georgia Institute of Technology, Industrial and Systems Engineering (ISyE) Master of Science in Analytics Joint Program by Scheller College of Business, College of Computing, and College of Engineering Peking University, School of Foreign Language Bachelor of Linguistic in German	2019–2024 (Expected) 2018-2019 GPA 4.0/4.0 2014-2018
RESEARCH INTERESTS	Research Focus AI, Digital Marketing, E-commerce Methodology Econometrics, NLP, Experimental Design, Machine Learning, Reinforcement Learning, Causal Inference, Economic Theories	
RESEARCH EXPERIENCE	Research Papers <ul style="list-style-type: none">• “Afraid of Niche, Tired of Mass: Atypical Idea Combination on Crowdfunding Platform” Yu Kan, Yifan Yu, Yang Jiang, Yong Tan Under Review at <i>Production and Operations Management</i>• “‘Be the Buyer’ – Leveraging the Wisdom of the Crowd in E-Commerce Operations” Leela Nageswaran, Yu Kan, Uttara M. Ananthakrishnan Under Review at <i>Management Science</i>• “Exploring the Long Tail: Taste Clusters and Sales Diversity on Subscription-Based Platforms” Yu Kan, Uttara M. Ananthakrishnan, Yong Tan In preparation for submission• “Chatbot in Disguise: How Non-Disclosing Agent Identity Spurs Strategic Behavior” Yu Kan, Yifan Yu, Lin Jia, Yong Tan Working Paper• “One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms” Yu Kan, Ye Liu, Uttara M. Ananthakrishnan, Yong Tan Working Paper	
CONFERENCE PAPERS	<ul style="list-style-type: none">• “‘Be the Buyer’ – Leveraging the Wisdom of the Crowd in E-Commerce Operations” Montreal Manufacturing and Service Operations Management Conference• “Whose Idea to Learn: Atypicality Innovation and Crowdfunding Project Performance” International Conference on Information Systems (ICIS)• “Exploring the Long Tail: Taste Clusters and Sales Diversity on Subscription-Based Platforms” ZEW Conference on Information and Communication Technologies	Canada, 2023 Copenhagen, Denmark, 2022 Mannheim, Germany, 2022

	<ul style="list-style-type: none"> • “Taste Clusters, Long Tail and Sales Diversity on Subscription-Based Platforms” Workshop on Information Systems and Economics (WISE) Austin, TX, 2021 Conference on Digital Experimentation @ MIT (CODE@MIT) Virtual, 2021 INFORMS Annual Meeting Anaheim, CA, 2021 • “Whose Words To Believe? The Polarity Of Customer Reviews On Apparel Rental Platforms” INFORMS Annual Meeting Indiana, 2022 • “Atypicality Innovation and Crowdfunding Project Performance” Conference on Information Systems and Technology (CIST) Virtual, 2020 INFORMS Annual Meeting Virtual, 2020 • “Data Analytics for Disaster Management: Research Opportunities and Challenges” POMS Annual Conference Virtual, 2022 INFORMS Annual Meeting Virtual, 2020 INFORMS Annual Meeting Virtual, 2021 • “Ad-Sponsored Model with Consumer Privacy Concerns” INFORMS Annual Meeting Virtual, 2020
RESEARCH HIGHLIGHTS	<ul style="list-style-type: none"> • Designed recommender systems leveraging large-scale customer and product level data to develop novel Machine Learning (ML) based ‘taste clusters’ • Conducted randomized user experiments to test the effectiveness of our ML-based recommender algorithms against collaborative filtering • Launched recommender systems on apparel rental platform, the platform achieved significant increase in customer satisfaction, sales diversity, customer retention, and products rotation time • Constructed users similarity network and identify users’ communities using Generative Adversarial Nets (GAN) • Created name entity recognition (NER) from feedback data on apparel rental platform using BERT and SpaCy • Identified eight users’ emotions expressed in feedback on crowdfunding platforms. Built product similarity network based on text mining
AWARDS AND HONORS	Best Paper Award - Runner Up, CIST 2020 Best Student Paper Nomination, CIST 2020 Evert McCabe Endowed Fellowship Program in Private Enterprise 2021 Bertha L. Mills Fellowship 2019-2020
ACADEMIC SERVICE	Journal Reviewer for Information Systems Research Conference Reviewer for ICIS, CIST, PACIS, IT&M, CSWIM
PHD COURSEWORK	Information Systems <ul style="list-style-type: none"> • Advanced Research Topics in Information Systems I Yong Tan Topics: (Latent) Instrumental Variables, Discrete Choice Models, Bayesian Learning, Hidden Markov Models, etc. • Advanced Research Topics in Information Systems II Yingfei Wang Topics: Machine Learning, Text Mining, Deep Learning, Computer Vision, Reinforcement Learning, etc. • Advanced Research Topics in Information Systems III Debabrata “Deb” Dey Topics: Digital Piracy, Economics of Information Systems Economics & Econometrics

Econometrics I	Thomas Richardson
Econometrics II	Jing Tao
Econometrics III	Eric Zivot
Microeconomics I	Quan Wen
Microeconomics II	Xu Tan and Jacques Lawarree
Microeconomics III	Jacques Lawarree
Empirical Industrial Organization	Yuya Takahashi
Operations Management	
Stochastic Process	Foad Iravani
Stochastic Models and Queuing	Kamran Moinszadeh
Advanced Topics in Inventory Management	Kamran Moinszadeh
Computer Science	
Machine Learning	Kevin Jamieson

PROFICIENCIES **Skills**

Python, R, Stata, SQL, Mathematica, Maple

Languages

English (fluent), Chinese (native), German (fluent)