Yu Rain Kan

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EDUCATION

University of Washington, Michael G. Foster School of Business 2019–2024
Ph.D. in Business Administration, Information Systems (Expected)
Minors: Economics, Operations Management
Research Methods Advisors: Yong Tan, Uttara M. Ananthakrishnan

Georgia Institute of Technology, Industrial and Systems Engineering (ISyE) 2018-2019
Master of Science in Analytics GPA 4.0/4.0
Joint Program by Scheller College of Business, College of Computing, and College of Engineering

Peking University, School of Foreign Language 2014-2018
Bachelor of Linguistic in German

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
- "Afraid of Niche, Tired of Mass: Atypical Idea Combination on Crowdfunding Platform"
  Yu Kan, Yifan Yu, Yang Jiang, Yong Tan
  Under Review at *Production and Operations Management*
- "'Be the Buyer' – Leveraging the Wisdom of the Crowd in E-Commerce Operations"
  Leela Nageswaran*, Yu Kan*, Uttara M. Ananthakrishnan*
  Under Major Revision at *Management Science*
- "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

AWARDS AND
HONORS

SMA Best Student Paper Award - Finalist, INFORMS	2023
JFIG Best Paper Competition - Finalist, INFORMS	2023
Outstanding Research Award, Department of ISOM, University of Washington	2023
Best Paper Award - Runner Up, CIST	2020
Best Student Paper - Nomination, CIST	2020
Evert McCabe Endowed Fellowship Program in Private Enterprise	2021-2022
Bertha L. Mills Fellowship	2019-2020

CONFERENCE PAPERS

- "Chatbot in Disguise: How Non-Disclosing Agent Identity Spurs Strategic Behavior"
  INFORMS Social Media Analytics Best Student Paper Award   Phoenix, AZ, 2023
- "One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms"
  Workshop on Information Systems and Economics (WISE)   Hyderabad, India, 2023
  Conference on Information Systems and Technology (CIST)   Phoenix, AZ, 2023
- "'Be the Buyer' – Leveraging the Wisdom of the Crowd in E-Commerce Operations" Montreal
  Manufacturing and Service Operations Management Conference   Canada, 2023
- "Whose Idea to Learn: Atypicality Innovation and Crowdfunding Project Performance"
  International Conference on Information Systems (ICIS)   Copenhagen, Denmark, 2022
- "Exploring the Long Tail: Taste Clusters and Sales Diversity on Subscription-Based Platforms"   Mannheim,
  ZEW Conference on Information and Communication Technologies   Germany, 2022
- "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

RESEARCH HIGHLIGHTS

- 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 apperal rental platform using BERT and SpaCy
- Identified eight users' emotions expressed in feedback on crowdfunding platforms. Built product similarity network based on text mining

ACADEMIC SERVICE

Journal Reviewer for Information Systems Research
Conference Reviewer for ICIS, CIST, PACIS, IT&M, CSWIM

PHD COURSEWORK

Information Systems

- 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 Moinzadeh
Advanced Topics in Inventory Management	Kamran Moinzadeh

Computer Science

Machine Learning	Kevin Jamieson

PROFICIENCIES **Skills**

Python, R, Stata, SQL, Mathematica, Maple

Languages

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