

# Yu Rain Kan

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EDUCATION	<b>University of Washington, Michael G. Foster School of Business</b> Ph.D. in Business Administration, Information Systems Minors: Economics, Operations Management, Research Methods Advisors: Yong Tan, Uttara M. Ananthakrishnan <b>Georgia Institute of Technology, Industrial and Systems Engineering (ISyE)</b> Master of Science in Analytics Joint Program by Scheller College of Business, College of Computing, and College of Engineering <b>Peking University, School of Foreign Language</b> Bachelor of Linguistic in German	2019–2024 (Expected) 2018-2019 GPA 4.0/4.0 2014-2018
RESEARCH INTERESTS	<b>Research Focus</b> Recommender Systems, Economic Impact of Unstructured Data, Crowdfunding, Social Media Networks <b>Methodology</b> Econometrics, NLP, Aspect-Based Sentiment Analysis (ABSA), Experimental Design, Machine Learning, Reinforcement Learning, Causal Inference, Economic Theories	
RESEARCH EXPERIENCE	<b>Research Papers</b> <ul style="list-style-type: none"><li>• “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></li><li>• “‘Be the Buyer’ – Leveraging the Wisdom of the Crowd in E-Commerce Operations” Leela Nageswaran, Yu Kan, Uttara M. Ananthakrishnan In preparation for submission</li><li>• “Exploring the Long Tail: Taste Clusters and Sales Diversity on Subscription-Based Platforms” Yu Kan, Uttara M. Ananthakrishnan, Yong Tan In preparation for submission</li><li>• “Data Analytics for Disaster Management: Research Opportunities and Challenges” Alfonso Pedraza-Martinez, Lucy Yan, Yu Kan, Gloria Urrea In preparation for submission</li><li>• “Emotional AI and Strategic Users - An Experiment” Yu Kan, Yifan Yu, Lin Jia, Yong Tan Working Paper</li><li>• “Privacy of Large-sized Customers” Yu Kan, Ye Liu, Uttara M. Ananthakrishnan, Yong Tan Working Paper</li></ul>	
CONFERENCE PAPERS	<ul style="list-style-type: none"><li>• “Exploring the Long Tail: Taste Clusters and Sales Diversity on Subscription-Based Platforms” Manufacturing and Service Operations Management Conference</li><li>• “Whose Idea to Learn: Atypicality Innovation and Crowdfunding Project Performance” International Conference on Information Systems (ICIS)</li></ul>	Montreal Canada, 2023 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
- “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

- 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

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|---|-----------|
| 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

- 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  
Topics: Digital Piracy, Economics of Information Systems

Debabrata “Deb” Dey

### **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)