

# Yu Rain Kan

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ACADEMIC EXPERIENCE	<b>Indiana University, Kelley School of Business</b> Assistant Professor of Information Systems	2024 -
EDUCATION	<b>University of Washington, Michael G. Foster School of Business</b> Ph.D. in Business Administration, Information Systems	2019–2024
	<b>Georgia Institute of Technology, Industrial and Systems Engineering (ISyE)</b> Master of Science in Analytics	2018-2019
	<b>Peking University, School of Foreign Language</b> Bachelor of Linguistic in German	2014-2018
RESEARCH INTERESTS	<b>Research Focus</b> AI, Digital Marketing, E-commerce <b>Methodology</b> Machine Learning, Econometrics, Experimental Design, Causal Inference, Economic Theories	
JOURNAL PAPERS	<ul style="list-style-type: none"><li>• “‘Be the Buyer’ – Leveraging the Wisdom of the Crowd in E-Commerce Operations” Leela Nageswaran*, Yu (Rain) Kan*, Uttara M. Ananthakrishnan*.<sup>1</sup> <i>Management Science</i> (2025) JFIG Best Paper Competition - Finalist, INFORMS</li><li>• “One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms” Yu (Rain) Kan*, Ye Liu*, Uttara M. Ananthakrishnan, Yong Tan Under Revision at <i>Management Science</i></li><li>• “Chatbot in Disguise: How Non-Disclosing Agent Identity Spurs Strategic Behavior” Yu (Rain) Kan, Yifan Yu, Lin Jia, Yong Tan Under Revision at <i>MIS Quarterly</i> SMA Best Student Paper Award - Finalist, INFORMS</li><li>• “Speaking to the Mind or the Heart: Examining the Motivational and Evaluative Roles of Managerial Responses” Wanxin Qiao, Yu (Rain) Kan, Yi-Chun (Chad) Ho, Zhijun Yan, Qiuju Yin. Under Revision at <i>MIS Quarterly</i></li><li>• “From Description to Intention: How Goal-Oriented Labels Drive Engagement in Online Peer Support Platforms” Yu (Rain) Kan, Lucy Yan, Jun Tan Under Revision at <i>Information Systems Research</i></li><li>• “Co-Creation in Online Weightloss Platforms: a Service-Dominant Perspective” Lucy Yan, Yu (Rain) Kan, Yong Tan Under Revision at <i>Production and Operations Management</i></li><li>• “Who is on the Line? Examining LLM-powered Agentic AI in Telemarketing” Yu (Rain) Kan, Mingrui (Ray) Zhang, Wenkang Qiu, Fengwen Chen, Yong Tan Working Paper</li></ul>	

<sup>1</sup>\* Indicates equal contribution.

AWARDS AND HONORS	ISS Nunamaker-Chen Dissertation Award - First Place	2025
	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	• “Who is on the Line? Examining LLM-powered Agentic AI in Telemarketing” Conference on Information Systems and Technology (CIST)	Atlanta, GA, 2025
	• “COVID-19 Vaccine Supply: Access and Fairness” Production and Operations Management Society (POMS)	Atlanta, GA, 2025
	• “Decoding the Language of Social Support: How Labeling Shape Engagement in Online Peer Support Platforms” Production and Operations Management Society (POMS)	Atlanta, GA, 2025
	• “One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms” International Conference on Information Systems (ICIS)	Bangkok, Thailand, 2024
	• “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” ZEW Conference on Information and Communication Technologies	Mannheim, 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
ACADEMIC SERVICE	<b>Journal Reviewer</b> for Management Science, Information Systems Research, Production and Operations Management, and Journal on Computing	
	<b>Session Chair</b> for INFORMS 2024, POMS 2025	
	<b>Conference Reviewer</b> for ICIS, CIST, PACIS, IT&M, CSWIM	
PHD COURSEWORK	<b>Information Systems</b>	

- 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 |
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**PROFICIENCIES Skills**

Python, R, Stata, SQL, Mathematica, Maple

**Languages**

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