

Yu Rain Kan

Michael G. Foster School of Business University of Washington, Seattle, WA 98195-3226

Phone: +1 470-312-8965, Email: ykht@uw.edu

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• “Social Divide in Vaccination Coverage” Yu Kan, Leela Nageswaran Working Paper	
CONFERENCE PAPERS	<ul style="list-style-type: none">• “Chatbot in Disguise: How Non-Disclosing Agent Identity Spurs Strategic Behavior” INFORMS Social Media Analytics Best Student Paper Award• “One Size Fits All? Informational Accessibility and Inclusivity in Online Platforms” Workshop on Information Systems and Economics (WISE) Conference on Information Systems and Technology (CIST)	Phoenix, AZ, 2023 Hyderabad, India, 2023 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

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

Social Media Analytics Best Student Paper Award - 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

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, Reinforce-

ment 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 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)