

Yihong Chen

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Education

University of Delaware, United States

Aug 2021 - Present

B.S. in Mathematics and Data Science, GPA: 4.0

B.S. in Management Information Systems, GPA: 4.0

Southwestern University of Finance and Economics, China

Sep 2021 - Present

B.M. in Information Management and Information Systems, GPA: 3.9, top 10%

Publications and Conferences

Guo, J., **Chen, Y.**, Wang, T., & Zhang, Z., *Online Learning Resource Management System Utilization and College Students' Engagement at Zhongshan University*. International Journal of Web-Based Learning and Teaching Technologies (IJWLTT), 19(1), 1-20, 2024. <http://doi.org/10.4018/IJWLTT.349236>

Chen, Y.H., Wang, T.*, Wang, S.J., Tang, Y.F., Yu, Q.Q. and Chen, P.J. *The Influence Mechanism of Self-endorsement of We-media Short Videos*. China Association for Information Systems (CNAIS), Shanghai, China, 2-4 December, 2022.

Wang, T. and **Chen, Y.H.**, *The Impact of Information Disclosure in Equity Crowdfunding Project on Investors' Willingness to Invest*. China Association for Information Systems (CNAIS), Shanghai, China, 2-4 December, 2022.

Working Papers

Qian, X., **Chen, Y.**, *Parameter Efficient Tabular Contrastive Learning with Language Model Prior* Stage: Drafting

Funded Research

Can Large Language Model Simulate Human Behavior in Disaster Scenario? (Resilient & Equity Smart City Lab, July 2024 - Present, \$3,500): Supervised by Prof. Shangjia Dong at UD, this project aims to examine whether LLMs have human-like decision making behavior in disaster scenario by combining novel AI technology with widely accepted theoretical frameworks like Protective Action Decision Model(PADM). (*Collaborator: X. Qian*)

Endorsement Effect of Digital Avatars in Internet Philanthropy (National Undergraduate Training Program for Innovation, May 2024 - Present, ¥10,000): Supervised by Prof. Tao Wang at SWUFE, this research investigates the mechanisms through which endorsement influences the behavior of users' adoption to digital avatars in online philanthropy scenario. (*Collaborators: J. Chu, Y. Wang, D. Ma*)

Leveraging Retrieval-Augmented Generation (RAG) and Supervised Fine-Tuning (SFT) for Business Research Analytics (UD Undergraduate Research Scholar, June 2024 - Aug 2024, \$4,000): Supervised by Prof. Harry Wang at UD, this project aims to enhance business research analytics through advanced AI techniques. This project also received "Industry Scholar Award", additional \$3,000 for conference attendance to present this project. (*Collaborators: C. He and Y. Dong*)

Influence Mechanism of Self-endorsement of We-media Short Video (National Undergraduate Training Program for Innovation, May 2022 - Dec 2023, ¥20,000): Supervised by Prof. Tao Wang at SWUFE, this research investigates the mechanisms through which self-endorsement influences user's adoption by Structural Equation Model (SEM). (*Collaborators: S. Wang, Y. Tang, Q. Yu and P. Chen*)

Research Interests

Topics: Large Language Model, Human-AI Interaction, Crowd Funding, Privacy.

Methodologies: Behavioral Experiments, Econometrics, Modeling, Text Mining.

Teaching Experience

Teaching Assistant, Intro to Gen AI (MBA Course), MISY667 *Apr 2024 - June 2024*
First course focusing on Generative Artificial Intelligence at Delaware

Teaching Assistant, Database Design and Implementation, MISY330 *Jan 2024 - June 2024*
Core course for MIS students at University of Delaware, using MySQL

Professional Experience

Algorithm Engineer, China Telecom *Jun 2023 - Aug 2023*
· Developed and automated data cleaning and feature extraction processes for online reviews
· Trained and validated a sentiment analysis model, and documented results

Technical Skills

Python/PyTorch/Gurobi, Git Bash, SQL, C/C#, Java & HTML/CSS.

Leadership and Awards

UD Student Alumni Ambassador, University of Delaware, Newark, DE *Nov 2023 - Present*

President, SWUFE Fujian Alumni Association, Chengdu, China *Jun 2022 - Jun 2023*

Dean's List, UD *23 Fall and 24 Spring*

Research and Innovation Scholar, SWUFE, ¥500 *Nov 2022*

Scholarship for Innovative Talents, SWUFE, ¥2,000 *Oct 2022*

Academic Scholarship, SWUFE, ¥300 - ¥500 *Each Semester at SWUFE*

Extracurricular Activities

Chief French Horn, SWUFE Symphony Orchestra *Sep 2021 - May 2023*

Leader, Chinese College Student Computer Design Competition *Mar 2023*
3rd Award in Sichuan Province