

Yihong Chen

Email: yhchen@udel.edu

EDUCATION

Baruch College, City University of New York, New York, USA
Ph.D. in Information Systems

Aug 2025 - Present

University of Delaware, Newark, USA

Aug 2021 - May 2025

B.S. in Mathematics and Data Science, *magna cum laude*

B.S. in Management Information Systems, *magna cum laude*

Minor in Business Analytics

Southwestern University of Finance and Economics, Chengdu, China

Sep 2021 - Jun 2025

B.M. in Information Management and Information Systems

RESEARCH INTERESTS

Topics: Large Language Model, Human-AI Interaction, Cybersecurity.

Methodologies: Econometrics, Text Mining, Machine Learning (Computational Design Science).

WORKING PAPERS

Yihong Chen, Leting Zhang. “When GAI Kills: The Impact of Safety Events on Market Dynamics of GAI Products.”

Stage: Data Analysis

CONFERENCE PRESENTATIONS

Yihong Chen, Xiao Qian, Shangjia Dong. “Large Language Models Capture Risk Distributions, Not Individual Risk Perception in Hurricane Evacuation.” International Conference on Urban Science and Intelligence (ICUSI), Bali, Indonesia, 22-24 August, 2025. (Accepted)

Yihong Chen, Yimeng Dong, Daning Hu, Harry Wang. “Enhancing Business Research Analytics: A Demonstrative Application of GraphRAG.” Workshop on Information Systems and Technology (WITS), Bangkok, Thailand, 18-20 December, 2024.

Yihong Chen, Tao Wang, Shujing Wang, Yifei Tang, Qiqi Yu, Peijia Chen. “The Influence Mechanism of Self-endorsement of We-media Short Videos.” China Association for Information Systems (CNAIS), Shanghai, China, 2-4 December, 2022.

TEACHING EXPERIENCE

Teaching Assistant, *University of Delaware, Newark, DE*

Jan 2024 – Jun 2024

- **MISY330: Database Design and Implementation**

Instructor: Leting Zhang, Class Size: 100

- **MISY667: Introduction to Generative AI (Graduate Course)**

Instructor: Harry Wang, Class Size: 30

SKILLS

Computing: Python (CUDA, Pytorch, etc.), Git Bash, SQL, C/C#, Java & HTML/CSS.

Documentation: LaTeX, Quarto, Markdown, Microsoft Office Suite.

Language: English (Proficient, IELTS 7.0), Mandarin (Native).

AWARDS AND FUNDING

Five-Year Fellowship , Baruch College	<i>Aug 2025</i>
Winter Fellow Award , University of Delaware, \$500	<i>Dec 2024</i>
Undergraduate Research Scholar , University of Delaware, \$4,000	<i>Jun 2024</i>
NSF Research Experiences for Undergraduates (REU) , \$3,500	<i>Jul 2024</i>
Industry Scholar Award , University of Delaware, \$3,000	<i>Jun 2024</i>
Research and Innovation Scholar , SWUFE	<i>Nov 2022</i>
Scholarship for Innovative Talents , SWUFE	<i>Oct 2022</i>
Dean's List , University of Delaware	<i>Every Semester at UD</i>
Academic Scholarship , SWUFE	<i>Every Semester at SWUFE</i>

LEADERSHIP

UD Student Alumni Ambassador , University of Delaware	<i>Nov 2023 - May 2025</i>
President , SWUFE Fujian Alumni Association	<i>Jun 2022 - Jun 2023</i>
Principal French Horn , SWUFE Symphony Orchestra	<i>Sep 2021 - May 2023</i>