Yihong Chen
Email: yhchen@udel.edu
Phone: (302) 444-2614

EDUCATION

University of Delaware *Aug 2021 - May 2025 (Expected)*
B.S. in Mathematics and Data Science *GPA: 4.0/4*
B.S. in Management Information Systems *GPA: 4.0/4*
Minor in Business Analytics

Southwestern University of Finance and Economics *Sep 2021 - May 2025 (Expected)*
B.M. in Information Management and Information Systems *GPA: 4.0*, Ranked in top 10%

CONFERENCE PRESENTATIONS

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.

WORKING PAPERS

Yihong Chen, Xiao Qian, Shangjia Dong. "Large Language Models for Human Evacuation Risk Perception: Capabilities and Challenges"
Stage: Drafting.

Xiao Qian, **Yihong Chen**, Rachel Davidson, Shangjia Dong. "Contrastive Learning of Household-Housing Relationship using Large Language Model."
Stage: Preparing for submission.

RESEARCH PROJECTS

Can Large Language Model Simulate Human Behavior in Disaster Scenario?
(*NSF REU, Jul 2024 - Present, $3,500*)
Role: Lead Researcher, **Supervised by:** Prof. Shangjia Dong at UD
· Obtaining real human behavior data during disaster scenarios is challenging. This project leverages *in-context learning* to simulate LLMs as decision-making agents in a hurricane scenario, demonstrating that our approach closely aligns the LLM responses with observed human behavior.
· Compared to existing machine learning methods, this approach demonstrates a significant improvement in both accuracy and generalizability.
· **The paper is currently being drafted and is expected to be submitted in early 2025.**

Leveraging Retrieval-Augmented Generation (RAG) and Supervised Fine-Tuning (SFT) for Business Research Analytics
(*UD Undergraduate Research Scholar, Jun 2024 - Aug 2024, $4,000*)
Role: Lead Researcher, **Supervised by:** Prof. Harry Wang at UD
· This project aims to enhance business research analytics through advanced AI techniques.
· Crawled more than 220,000 articles from UTD 24 and FT 50 journals.
· Fine-tuned a Llama 3.1 7B model to conduct business research ideation.
· Implemented GraphRAG pipeline to enhance advanced research paper retrieval.
· **Work accepted by Workshop on Information Systems and Technology (WITS) 2024.**
· Received the *Industry Scholar Award* with an additional $3,000 for conference presentation.

Influence Mechanism of Self-endorsement of We-media Short Video
(*National Undergraduate Training Program for Innovation, May 2022 - Dec 2023, ¥20,000*)
Role: Project Lead, **Supervised by:** Prof. Tao Wang at SWUFE
· This research investigates the influence mechanisms through of self-endorsement on TikTok.
· Constructed a *Structural Equation Model (SEM)* with WoM and TAM.
· **Work accepted and presented at the anual conference of China Association for Information Systems (CNAIS) 2022.**

RESEARCH INTERESTS

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

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

TEACHING EXPERIENCE

Teaching Assistant, Intro to Gen AI (Graduate Course), MISY667   *Apr 2024 - Jun 2024*
First course focusing on Generative Artificial Intelligence at Delaware.
Instructor: Harry Wang, Class size: 30.

Teaching Assistant, Database Design and Implementation, MISY330   *Jan 2024 - Jun 2024*
Core course for MIS students at University of Delaware, using MySQL.
Instructor: Leting Zhang, Class size: 100.

INDUSTRIAL EXPERIENCE

Algorithm Engineer Intern, 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.

SKILLS

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

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

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

AWARDS AND FUNDING

Winter Fellow Award, University of Delaware, $500   *Dec 2024*

Undergraduate Research Scholar, University of Delaware, $4,000   *Jun 2024 - Aug 2024*

NSF Research Experiences for Undergraduates (REU), $3,500   *Jul 2024*

Industry Scholar Award, University of Delaware, $3,000   *Jun 2024*

Dean's List, University of Delaware   *Every Semester at UD*

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

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

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

LEADERSHIP

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

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

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