

Employment

- 2020-present Assistant Professor in the Department of Information, Risk and Operations Management at the McCombs School of Business at The University of Texas at Austin
- Core member in the Machine Learning Laboratory at The University of Texas at Austin
 - Research affiliate at the Misinformation & AI at The University of Texas at Austin
 - Research affiliate at the MIT Media Lab
- 2024-present Courtesy Faculty in the Information School at The University of Texas at Austin

Education

- Ph.D. Massachusetts Institute of Technology (MIT), Cambridge, MA, USA**
2017-2020 MIT Media Lab, Human Dynamics Group
- Master of Science Massachusetts Institute of Technology (MIT), Cambridge, MA, USA**
2013-2016 Computer Science at Electrical Engineering and Computer Science Department
- Master of Science Massachusetts Institute of Technology (MIT), Cambridge, MA, USA**
2013-2016 Transportation Engineering at Civil and Environmental Engineering Department

Journals

- [1] **Yan Leng** and Drew Dimmery. Calibration of Heterogeneous Treatment Effects in Random Experiments. *Information Systems Research* (2023).
- [2] **Yan Leng**, Xiaowen Dong, Esteban Moro, and Alex Pentland. Long Range Social Influence in Phone Communication Network. *Information Systems Research* (2023).
- [3] **Yan Leng**, Tara Sowriraja, Yujia Zhai, and Alex Pentland. Measuring Social Influence Within and Across Multi-dimensional Homophilous Communities. *IEEE Transactions on Knowledge and Data Engineering* (2023).
- [4] Jahani*, E., Gallagher*, N., Merhout*, F., Cavalli*, N., Guilbeault*, D., **Leng*, Y.**, & Bail*, C. A. An Online Experiment During the 2020 US–Iran Crisis Shows that Exposure to Common Enemies Can Increase Political Polarization. *Scientific Reports* (2022). *All authors contribute equally. Random authorship order.
- [5] **Yan Leng***, Dominiquo Santistevan*, and Alex Pentland. Understanding Collective Regularity in Human Mobility as a Familiar Stranger Phenomenon. *Scientific Reports* (2021). *Equal contribution.
- [6] **Yan Leng**, Yujia Zhai, Shaojing Sun, Yifei Wu, Jordan Selzer, Sharon Stover, Anfan Chen, Hezhao Zhang, and Ying Ding Analysis of Misinformation During the COVID-19 Outbreak in China: Cultural, Social and Political Entanglements. *IEEE Transactions on Big Data* (2021).
- [7] **Yan Leng**, Haris Koutsopolous, and Jinhua Zhao. Leveraging Individual and Collective Regularity to Profile and Segment User Locations from Mobile Phone Data. *ACM Transactions on Management Information Systems (TMIS)* (2021).
- [8] Dhaval Adjodah, **Yan Leng**, Shi Kai Chong, P. M. Krafft, Esteban Moro, and Alex Pentland. Accuracy-Risk Trade-Off Due to Social Learning in Crowd-Sourced Financial Predictions. *Entropy* (2021).
- [9] **Yan Leng**, Yehonatan Yella, Rodrigo Ruiz, and Alex Pentland. Contextual Centrality: Going Beyond Network Structure. *Scientific Reports* (2020).
- [10] Xiaobing Liu, Xuedong Yan, Feng Liu, Rui Wang, and **Yan Leng**. A Trip-specific Model for Fuel Saving Estimation and Subsidy Policy Making of Carpooling Based on Empirical Data. *Applied Energy* (2019).

- [11] Shaokuan Chen, **Yan Leng**, Baohua Mao, and Shuang Liu. Integrated Weight-based Multi-criteria Evaluation on Transfer in Large Transport Terminals: A Case Study of the Beijing South Railway Station. *Transportation Research Part A: Policy and Practice* (2014).

Refereed conference proceedings

- [1] Emanuele Rossi, Federico Monti, **Yan Leng**, Michael Bronstein and Xiaowen Dong. Learning to Infer Structures of Network Games. *International Conference on Machine Learning (ICML)*, 2022.
- [2] **Yan Leng**, Xiaowen Dong, and Alex Pentland. Learning Quadratic Games on Networks. *International Conference on Machine Learning (ICML)*, 2020.

Revisions

- [1] Junyu Cao* and **Yan Leng***. Adaptive Acquisition Tree for Recommendations with Optimality Guarantees on Short-form Video Platforms. Minor revision at *Management Science*.
- [2] **Yan Leng**, Yijun Chen, Xiaowen Dong, Junfeng Wu, and Guodong Shi. Can Platforms Protect Customers' Social Interaction Structure When Behavioral Data is Public? First-round major revision at *MIS Quarterly*.
- [3] Christina Jeong, Jason Chan, Yue Guo, and **Yan Leng**. The Role of Online Socialization at the Workplace. First-round major revision at *Information Systems Research*.
- [4] **Yan Leng**⁺, Rodrigo Ruiz, Xiao Liu. Geometric Deep Learning based Recommender System and An Interpretable Decision Support System. First-round major revision at *Information Systems Research*. ⁺Lead author.
- [5] Junyu Cao* and **Yan Leng***. Network-enabled Sequential Data Acquisition for High-dimensional Recommender Systems. First-round reject & resubmit at *Management Science*.
- [6] **Yan Leng** and Ashish Agarwal. Are Spatial Neighbors Complements or Substitutes? Discovering a Visits-based Local Market Structure. First-round reject & resubmit at *Marketing Science*.
- [7] **Yan Leng**. Can LLMs Mimic Human-Like Mental Accounting and Behavioral Biases, First-round reject & resubmit at *Marketing Science Frontiers*.

* Equal contribution.

Working papers

- [1] **Yan Leng**. Bayesian Learning and Information Aggregation in Phone Communication Networks.
- [2] **Yan Leng*** and Yuan Yuan*. Do LLM Agents exhibit social behaviors?
- [3] Sandro Lera* and **Yan Leng***. Modeling Investor Attentions with News Hypergraphs
- [4] Junyu Cao* and **Yan Leng***. Learning to Optimize Data Quality for Crowdsourcing Labor Markets: A Human-Algorithm-Collaborative Framework. Won INFORMS ISS Cluster Best Paper Award.

*Equal contribution.

Awards and honors

- Oct 2023 National Institutes of Health (NIH)'s AIM-AHEAD Consortium Development Program (joint \$1million grant with Prof. Ying Ding, Yifan Peng, Watkins Craig, and David Hodge), 2023 - 2025.
- Dec 2023 McCombs BBA Faculty Honor Roll (Teaching Award).
- Nov 2023 UT Austin Research & Creative Grants (\$9,860).
- Oct 2023 McCombs Research Excellence Grant (\$10,000).
- Oct 2023 Research Grant from Herb Kelleher Entrepreneurship Center (\$5,000).

May 2023 Texas Global Faculty Research Seed Grants (\$10,000).
March 2023 McCombs Research Excellence Grant (\$10,000).
Feb 2022 National Science Foundation (NSF) CRII Award.
Oct 2022 2022 INFORMS ISS Cluster Best Paper Award.
Dec 2021 Marketing Science Institute Grant Award.
June 2021 Second prize in INFORMS Revenue Management and Pricing Data-driven Challenge (2021).
March 2021 McCombs Research Excellence Grant (\$10,000).
May 2021 McCombs BBA Faculty Honor Roll (Teaching Award).
Sep 2018 Russel Sage Foundation Grant Award (\$7,899).
Nov 2016 MIT IDEAS Global Challenge Grant (\$5,000).
Nov 2016 MIT Sandbox Innovation Fund (\$1,000).
Aug 2016 Harvard Sustainability Grant (\$1,000).