

## Employment

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- 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 UT Austin
  - Affiliated faculty at Oden Institute for Computational Engineering and Sciences at UT Austin
  - Research affiliate at the Misinformation & AI at UT Austin
  - Research affiliate at the MIT Media Lab
- 2025-present Courtesy Faculty in the Department of Computer Science at The University of Texas at Austin
- 2024-present Courtesy Faculty in the School of Information at The University of Texas at Austin

## Education

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

## Journals

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- [1] Yan Leng\* and Yuan Yuan\*. Do LLM Agents exhibit social behaviors? Accepted by *Information Systems Research*.
- [2] Sandro Lera\* and Yan Leng\*. Beyond Pairwise Network Interactions: Implications for Information Centrality. *Information Systems Research* (2025).
- [3] Junyu Cao\* and Yan Leng\*. Adaptive Acquisition Tree for Recommendations with Optimality Guarantees on Short-form Video Platforms. *Management Science* (2025).
- [4] Yan Leng and Drew Dimmery. Calibration of Heterogeneous Treatment Effects in Random Experiments. *Information Systems Research* (2024).
- [5] Lei Wang, Kemi Ding, Yan Leng, Xiaoqiang Ren and Guodong Shi. Private Nash Equilibrium Seeking in Quadratic Network Game. *IEEE Transactions on Control of Network Systems* (2024).
- [6] Yan Leng, Xiaowen Dong, Esteban Moro, and Alex Pentland. Long Range Social Influence in Phone Communication Network. *Information Systems Research* (2023).
- [7] 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).
- [8] 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).
- [9] Yan Leng\*, Dominiquo Santistevan\*, and Alex Pentland. Understanding Collective Regularity in Human Mobility as a Familiar Stranger Phenomenon. *Scientific Reports* (2021).
- [10] Yan Leng, Yujia Zhai, Shaojing Sun, Yifei Wu, Jordan Selzer, Sharon Strover, 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).

- [11] 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).
- [12] **Yan Leng**, Yehonatan Yella, Rodrigo Ruiz, and Alex Pentland. Contextual Centrality: Going Beyond Network Structure. *Scientific Reports* (2020).
- [13] 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).
- [14] 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).
- \* Equal contribution.

## Refereed CS Conference

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- [1] **Yan Leng** and Trung Nguyen. Latent Neural Coupling of Risk and Time Preferences in LLMs Mirrors Human Biases. *EC '25: Proceedings of the 25th ACM Conference on Economics and Computation*, 2025.
- [2] Yuanpei Gao, Qi Yan, **Yan Leng**, Renjie Liao. Neural MJD: Neural Non-Stationary Merton Jump Diffusion for Time Series Prediction. *Proceedings of the 39th Annual Conference on Neural Information Processing Systems*, 2025.
- [3] **Yan Leng**. Can LLMs Mimic Human-Like Mental Accounting and Behavioral Biases? *EC '24: Proceedings of the 25th ACM Conference on Economics and Computation*, 2024.
- [4] Xue Yu, Muchen Li, **Yan Leng**, Renjie Liao. Learning Latent Structures in Network Games via Data-Dependent Gated-Prior Graph Variational Autoencoders. *Proceedings of the 41st International Conference on Machine Learning (ICML)*, 2024.
- [5] Emanuele Rossi, Federico Monti, **Yan Leng**, Michael Bronstein and Xiaowen Dong. Learning to Infer Structures of Network Games. *Proceedings of the 39th International Conference on Machine Learning (ICML)*, 2022.
- [6] **Yan Leng**, Xiaowen Dong, and Alex Pentland. Learning Quadratic Games on Networks. *Proceedings of the 37th International Conference on Machine Learning (ICML)*, 2020.

## Revisions

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- [1] **Yan Leng**, Yunxin Sang, Dahai Yu, Binwu Wang, Yang Wang, and Guang Wang. FusionTransNet for Smart Urban Mobility: Spatiotemporal Traffic Forecasting Through Multimodal Network Integration. Minor revision at *Management Science*.
- [2] **Yan Leng** and Trung Nguyen. LLMs' Human-Like Behavioral Biases Emerge from Linear Neural Representations. Revise and resubmit at *Proceedings of the National Academy of Sciences (PNAS)*.
- [3] **Yan Leng**, Yunxin Sang, and Ashish Agarwal. Reduce Preference Disparity Between LLMs and Humans: Calibration to Compose Human-like Ensembles. Second-round major revision at *Marketing Science*.
- [4] **Yan Leng**, Yijun Chen, Xiaowen Dong, Junfeng Wu, and Guodong Shi. Social Interaction Leaks from Public Behavioral Data: A Diagnostic and Differential Privacy Framework. Second-round major revision at *Information Systems Research*.
- [5] **Yan Leng** (lead author), Xiao Liu, Rodrigo Ruiz. Interpretable Recommendations and User-Centric Explanations with Geometric Deep Learning. Second-round major revision at *Information Systems Research*.
- [6] Christina Jeong, Jason Chan, **Yan Leng**, and Yue Guo. The Role of Online Socialization at the Workplace. Third-round major revision at *Information Systems Research*.

- [7] Junyu Cao\*, Yan Leng\*, and Hao Wang\*. Revenue-Centered Delivery Time Presentation on Platforms: A Spatial Neural ODE Approach. First-round major revision at *Management Science*.
- [8] Yan Leng and Wen Wang. Governing Customer-Facing AI: Valuing and Unlearning Data in Fine-Tuned Language Models. Reject & resubmit at *Marketing Science*.
- \* Equal contribution.

## Working Papers

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- [1] Yan Leng, and Ashish Agarwal. When Creative Is Cheap but Attention Is Not: Budgeted Creative Testing Policies for Generative AI-Assisted Marketing Content.
- [2] Yunxin Sang, Yan Leng, and Ashish Agarwal. User Perception Through LLM: A Theory-driven HyperGraph Framework for Marketing Content Generation Won INFORMS ISS Cluster Best Paper Award. INFORMS Data Science Workshop Best Student Paper Award (2024).
- [3] Junyu Cao\* and Yan Leng\*. Network-enabled Sequential Data Acquisition for High-dimensional Recommender Systems.
- [4] Junyu Cao\* and Yan Leng\*. Learning to Optimize Data Quality for Crowdsourcing Labor Markets: A Human-Algorithm-Collaborative Framework. INFORMS ISS Cluster Best Paper Award (2022).
- [5] Yan Leng and Ashish Agarwal. Are Spatial Neighbors Complements or Substitutes? Discovering a Visits-based Local Market Structure.
- \*Equal contribution.

## Research Awards

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- Oct, 2025 Best Paper Runner-up at INFORMS Data Science Workshop
- Jan, 2025 Best Associate Editor for the ICIS 2024 Track: Data Analytics for Business and Societal Challenges
- Oct, 2024 Best Student Paper Award at INFORMS Data Science Workshop.
- Nov 2022 Finalist for Meta People's Expectations & Experiences with Digital Privacy Request for Proposals.
- Oct 2022 2022 INFORMS ISS Cluster Best Paper Award.
- June 2021 Second prize in INFORMS Revenue Management and Pricing Data-driven Challenge.

## Grants

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- Jan 2026 Tinker research grant award (\$5,000).
- Oct 2023 - Aug 2025 National Institutes of Health (NIH)'s AIM-AHEAD Consortium Development Program (Received a joint \$1,000,000 Grant with Prof. Ying Ding, Yifan Peng, Watkins Craig, and David Hodge).
- Feb 2022 - Aug 2024 National Science Foundation (NSF) CRII Award (\$154,231).
- Feb, 2025 Herb Kelleher Entrepreneurship Center (HKEC) Grant (\$5,000)
- Feb, 2025 McCombs Research Excellence Grant (\$13,400)
- April 2024 OpenAI Researcher Access Program (\$5,000).
- 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).
- Dec 2021 Marketing Science Institute Grant Award (\$15,000).
- June 2021 Second prize in INFORMS Revenue Management and Pricing Data-driven Challenge (2021).

- March 2021 McCombs Research Excellence Grant (\$10,000).
- 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).

## Teaching --- **Awards**

- April 2025 McCombs BBA Faculty Honor Roll.
- April 2024 2023-2024 Trammell/CBA Foundation Teaching Award for Assistant Professors.
- April 2024 McCombs BBA Faculty Honor Roll.
- Dec 2023 McCombs BBA Faculty Honor Roll.
- May 2021 McCombs BBA Faculty Honor Roll.

## Professional --- **Service**

- 2026 Associate Editor, Agentic AI and Human-Agent Collaboration in Business, Decision Sciences
- 2025 - present Editorial Board Member, Information Systems Research
- 2025 Program Chair for INFORMS Data Science Workshop
- 2023, 2024 Associate Editor, International Conference on Information Systems (ICIS)
- 2024 Ignite (Short Talk) Session Chairs for Workshop on Information Technologies and Systems (WITS)
- 2020 Local Chair for Workshop on Information Technologies and Systems (WITS)
- 2020- Reviewer for management journals, including Management Science, Information Systems Research, MIS Quarterly
- 2020- Reviewer for computer science conferences, including NeurIPS (Neural Information Processing Systems), ICML (International Conference on Machine Learning), The Web Conference (WWW), AAAI (Association for the Advancement of Artificial Intelligence)