

CURRICULUM VITAE

YINAN YU

Desautels Faculty of Management
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EMPLOYEMENT

2017-present	Desautels Faculty of Management, McGill University Postdoctoral research fellow <i>Supervisors:</i> Alain Pinsonneault, Jui Ramaprasad, Animesh Animesh	Montreal, Canada
2016-2017	The University of Hong Kong Teaching assistant	Hong Kong
2010-2011	Tsinghua University Teaching assistant	Beijing, China

EDUCATION

2012-2017	The University of Hong Kong <i>Ph.D. in Innovation and Information Management</i> <i>Thesis title:</i> Multichannel Management in the Motion Picture Industry <i>Supervisors:</i> Benjamin Yen and Patrick Y. K. Chau	Hong Kong
2010-2012	Tsinghua University <i>Master of Management Science and Engineering</i>	Beijing, China
2006-2010	Tongji University <i>Bachelor of Management in Information Management and Information Systems</i>	Shanghai, China

RESEARCH INTERESTS

Social Media, Multichannel Management, Online Platform, Online Reviews, Mobile Internet, Business Analytics, Economics of Information Systems

WORKING PAPERS

Yu, Yanan, Warut Khern-am-nuai, Alain Pinsonneault. 2018. When Paying for Reviews Pays Off: The Case of Performance-Contingent Monetary Incentives. *MIS Quarterly* (Invited for 2nd Round, Major Revision).

Yu, Yanan, Hailiang Chen, Chih Hung Peng, Patrick Chau. 2018. The Causal Effect of Video Streaming on DVD Sales: Evidence from a Natural Experiment. *Information Systems Research* (1st Round, under review).

- Yu, Yinan, Hailiang Chen, Liangfei Qiu, Benjamin Yen. 2018. Interplay between Traditional Media and Social Media: The Moderating Role of Product Appeal.
- Yu, Yinan, Warut Khern-am-nuai, Zaiyan Wei, Alain Pinsonneault. 2018. Rescue or Imperil? The Role of Network Information in Online Reviews.
- Yu, Yinan, Liangfei Qiu, Hailiang Chen. 2017. The Causal Impact of Social Media Marketing on Box Office Revenues.
- Yu, Yinan, Hailiang Chen, Baojun Ma, Benjamin Yen. 2016. Utilizing Geospatial Information in Cellular Data Usage for Key Location Prediction.

CONFERENCE PRESENTATIONS

- “The Impact of Performance-Contingent Monetary Incentives on User-Generated Content Contribution” Americas Conference on Information Systems (AMCIS), New Orleans, August 2018.
- “Utilizing Geospatial Information in Cellular Data Usage for Key Location Prediction” Hawaii International Conference on System Sciences (HICSS), Hawaii, USA, January 2018.
- “The Causal Impact of Social Media Marketing on Box Office Revenues”, Workshop on e-Business (WeB), Seoul, South Korea, December 2017.
- “Multichannel Management in the Motion Picture Industry”, Workshop on Information Technology and Systems (WITS), Dublin, Ireland, December 2016.
- “Do Video Streaming Services Cannibalize DVD Sales? Evidence from a Natural Experiment”, Workshop on e-Business (WeB), Dublin, Ireland, December 2016.
- “Utilizing Geospatial Information in Cellular Data Usage for Key Location Prediction”, Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016.
- “Interplay between Social Media and Traditional Media: A Study in the Motion Picture Industry”, China Summer Workshop on Information Management (CSWIM), Dalian, China, June 2016.
- “Interplay between Social Media and Traditional Media: A Study in the Motion Picture Industry”, International Conference on Information Systems (ICIS), Fort Worth, USA, December 2015.
- “Measuring Social Media Success: The Case of Facebook Marketing in the Motion Picture Industry”, The 19th Pacific Asia Conference on Information Systems (PACIS), Singapore, July 2015.

TEACHING EXPERIENCE

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| 2016 Fall | Teaching assistant, Project Management |
| 2011 Fall | Teaching assistant, Introduction to Information Management |
| 2011 Spring | Teaching assistant, Introduction to Information Systems (MBA course) |

2010 Fall Teaching assistant, Introduction to Information Management

TEACHING INTERESTS

Management Information Systems, Information Technology Management, Database Management, Social Media, E-Commerce

PROFESSIONAL EXPERIENCE

2014 Summer HSBC Asia Pacific Business Case Competition 2014, Hong Kong
Supporting Staff

2008 Summer Alcatel-Lucent Shanghai Bell Co., Ltd. Internship Shanghai, China

HONORS AND AWARDS

International Conference on Information Systems (ICIS) Junior Faculty Consortium Fellow, 2017.

Pacific Asia Conference on Information Systems (PACIS) Doctoral Consortium Fellow, 2015.

Reaching Out Award, Hong Kong Government, 2014.

Certificate of Teaching and Learning in Higher Education, The University of Hong Kong, 2013.

CDF-Capital Scholarship, Tongji University, 2009.

National Endeavor Fellowship, Tongji University, 2008.

First Prize Scholarship, Tongji University, 2008, 2009.

ACADEMIC SERVICE AND AFFILIATION

Journal Reviewer: Electronic Commerce Research and Applications (ECRA), Information and Management (I&M), Journal of the Association for Information Systems(JAIS)

Conference Reviewer: International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), Workshop on Information Technology and Systems (WITS)

Member: Association for Information Systems

TECHNICAL SKILLS

Data Analysis and Statistical Software: Stata, Matlab

Database: MySQL, Microsoft SQL Server

Programming: Java

REFERENCES

Alain Pinsonneault
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