

# Yukun Yang

Assistant Professor

College of Business, Southern University of Science and Technology

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## EDUCATION

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Ph.D.	Computer Information Systems, Georgia State University	2016 – 2021
M.Sc.	Business Information Systems, City University of Hong Kong	2012 – 2013
B.A.	Financial Management, Henan University	2008 – 2012

## EMPLOYMENT

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Assistant Professor	2021 – present
College of Business, Southern University of Science and Technology	
Research and Teaching Assistant	2013 – 2016
College of Business, City University of Hong Kong	

## RESEARCH

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Domains: Platform and Ecosystem Governance, Open Innovation, Blockchain, Crowdfunding

Methods: Econometrics, Time Series, Network Analysis, Text Mining, Machine Learning,

### Journal Publications

- Yu-Kai Lin\*, Arun Rai\*, and **Yukun Yang\*** (2022). “Information Control for Creator Brand Management in Subscription-based Crowdfunding,” *Information Systems Research (UTD-24, FT50)*, 33(3), 846-866. (\*equal authorship)

### Conference Proceedings

- **Yukun Yang**, Christine Abdalla Mikhaeil, and Marie Joachim (2025). “When the Crowd Takes Over: Decentralized Problem Formulation Under Uncertainty,” *Academy of Management Proceedings 2025. Copenhagen, Denmark*.
- Zhonghan Xiang, Yifan Fan, **Yukun Yang**, and Kun Chen (2025). “Sealing The Deal With Tokens: Do Airdrops Attract Users From Competitors?” *Academy of Management Proceedings 2025 (CTO Best Paper Proceedings, 5%)*. Copenhagen, Denmark.
- Xiao Xiao, **Yukun Yang**, Kun Chen, and Shaoyi Stephen Liao (2025). “Generative AI and Human Bias: Insights from Editing Behaviors on a Knowledge-Sharing Platform,” *Academy of Management Proceedings 2025. Copenhagen, Denmark*.
- Zhenzhen Jin and **Yukun Yang** (2024). “Does Recommendation Help? The Role of Backer Conversion in Attracting Crowd-Fundraising,” *Academy of Management Proceedings 2024. Chicago, Illinois*.
- Wenwen Li\*, Yao Li\*, and **Yukun Yang\*** (2023). “Modeling the Evolution of Interhospital Transfer: A Longitudinal Network Analysis,” *Academy of Management Proceedings 2023 (CTO Best Paper Proceedings, 5%)*. Boston, Massachusetts. (\*equal authorship)
- **Yukun Yang** and Likoebe Maruping (2022). “A Theoretical Framework of Algorithmic Orchestration of Open Innovation on Digital Platforms,” *Academy of Management Proceedings 2022. Seattle, Washington*.
- **Yukun Yang** and Likoebe Maruping (2021). “Network Effects in Public Blockchain Ecosystems: A Layer-Subsystem Perspective,” *Academy of Management Proceedings 2021. Virtual Conference*.

### Book Chapter

- Likoebe M. Maruping and **Yukun Yang** (2020). “Governance in Digital Open Innovation Platforms,” In *Oxford Research Encyclopedia of Business and Management*. Oxford University Press. doi: <https://doi.org/10.1093/acrefore/9780190224851.013.267>

### Journal Submissions

- Likoebe M. Maruping and **Yukun Yang**. “From Open to Balkanized Data Flows: Toward a Framework for the Paradox of Data Openness in the Age of AI,” Minor revision: *Strategic Management Review Special Issue*.
- Wenwen Li\*, Yao Li\*, **Yukun Yang\***. “Unveiling Interhospital Transfer Formation Among Emergency Departments: A Dynamic Network Perspective,” Under Review: *Journal of Operations Management*. (\*equal authorship)

### Research in Progress

- **Yukun Yang** and Likoebe M. Maruping. “Dynamic Interactions of Co-Created Value in Public Blockchain Ecosystems: A Subsystem Perspective,” Final Preparation for *Academy of Management Journal* (Previously rejected in the 2nd round at *Information Systems Research*).
- **Yukun Yang**, Christine Abdalla Mikhaeil, and Marie Joachim. “When the Crowd Takes Over: Decentralized Problem Formulation Under Uncertainty,” Final Preparation for *Information Systems Journal*.
- Zhenzhen Jin, **Yukun Yang**, and Weiling Ke. “Impacts of Peer Project Recommendations on Backer Conversion in Reward-based Crowdfunding,” Final Preparation for *Information Systems Research*.
- Xiao Xiao, **Yukun Yang**, Kun Chen, and Shaoyi Stephen Liao. “Who Wrote It Matters: The Role of Illusory Superiority in User Reactions to AI Generated Content,” Final preparation for *Journal of Management Information Systems*.
- **Yukun Yang** and Likoebe M. Maruping. “Decentralized Governance in the Public Blockchain Ecosystem,” Manuscript preparation for *MIS Quarterly*.
- Likoebe M. Maruping, Sherry M. B. Thatcher, **Yukun Yang**, and Xing Liu. “Adaptation to Ambiguous Work Changes: Benefiting Team Performance from Feeling Threatened and Being Performance-Oriented,” Manuscript preparation for *Organization Science*.
- Zhenzhen Jin, **Yukun Yang**, Lusi Yang, and Likoebe M. Maruping. “To Sell or Not to Sell? The Impact of Retail Strategy Disclosure on Reward-based Crowdfunding,” Data analysis.
- **Yukun Yang**, Yanqiang Zhong, and Kun Chen. “Absolute purity leads to sterility: Managing Washtrading in NFT Markets,” Ideation and data analysis.

### Conference Presentations

- “To Sell or Not to Sell? The Impact of Retail Strategy Disclosure on Reward-based Crowdfunding,” with Zhenzhen Jin and Lusi Yang, *INFORMS Conference on Information Systems and Technology (CIST 2025)*, Atlanta, Georgia, October 2025.
- “Decentralized Problem Formulation Under Uncertainty,” with Christine Abdalla Mikhaeil and Marie Joachim, *ISJ Paper Development Workshop (PACIS 2025)*, Kuala Lumpur, Malaysia, July 2025.
- “Impacts of Peer Project Recommendations on Backer Conversion in Reward-based Crowdfunding,” with Zhenzhen Jin and Weiling Ke, *ISR Paper Development Workshop (PACIS 2025)*, Kuala Lumpur, Malaysia, July 2025.
- “Modeling the Dynamics of Governance Mechanisms in Decentralized Platform Ecosystem,” with Likoebe Maruping, *HKBU-SUSTech Annual IS Workshop*, Shenzhen, July 2025.
- “From Open to Balkanized Data Flows: Toward a Framework for Collaboration in the Age of Digital

Platforms,” with Likoebe Maruping, *Strategic Management Review Special Issue Virtual Conference*, September 2023.

- “Modeling the Dynamics of Decentralized Governance Mechanisms in the Public Blockchain Ecosystem,” with Likoebe Maruping, *Digital Platform and Entrepreneurship Workshop*, Hong Kong University, Hong Kong, September 2023.
- “Value Co-creation in Public Blockchain Ecosystems: A Layer-Subsystem Perspective,” with Likoebe Maruping, *ISME Summer Workshop*, Shenzhen, China, August 2022.
- “Value Co-creation in Public Blockchain Ecosystems: A Layer-Subsystem Perspective,” with Likoebe Maruping, *MIS Quarterly Virtual Author Development Workshop*, June 2022.
- “A Theoretical Framework of Algorithmic Orchestration of Open Innovation on Digital Platforms,” with Likoebe Maruping, *Digital Platform Management Seminar, China Information Economics Society*, April 2022.
- “Managing Code Debt in Open Source Software Development Projects: A Digital Options Perspective,” with Maheshwar Boodraj, *Twenty-sixth Americas Conference on Information Systems. Virtual Conference*, July 2020.
- “Getting Behind Closed Doors: Developing Fan Engagement in Subscription-based Crowdfunding,” with Yu-kai Lin and Arun Rai, *The 2019 Workshop on Information Systems and Economics (WISE 2019)*, December 2019
- “Getting Behind Closed Doors: Developing Fan Engagement in Subscription-based Crowdfunding,” with Yu-kai Lin and Arun Rai, *The 2019 INFORMS Conference on Information Systems and Technology (CIST 2019)*, October 2019.

#### Invited Presentations

- “Dynamic Interactions of Co-Created Value in Public Blockchain Ecosystems: A Subsystem Perspective,” Colorado State University, Fort Collins, United States, October 2024.
- “Modeling the Evolution of Interhospital Transfer: A Longitudinal Network Analysis,” Loyola Marymount University, Los Angeles, United States, October 2023.

#### CASE PUBLICATIONS

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- Su, N., Fang, Y., **Yang, Y.** (2016), “Didi, Kuaidi, and Uber in China,” Ivey Publishing Number 9B16M059, 10 pages, Richard Ivey School of Business.
- Wade, M., Shan, J., Fang, Y., **Yang, Y.** (2016), “Uber Takes in China,” IMD Publishing Number IMD-7-1907, 15 pages, IMD Business School.
- Su, N., Fang, Y., Yang, H., **Yang, Y.**, Qiu, X. (2015), “The Entrepreneur’s Dilemma: Alibaba, Tencent, And Amazon as E-Commerce Platform,” Ivey Publishing Number 9B15E015, 20 pages, Richard Ivey School of Business.
- Su, N., Fang, Y., **Yang, Y.** (2015), “Tencent: WeChat Red Envelope Initiate,” Ivey Publishing Number 9B15M045, 9 pages, Richard Ivey School of Business.
- Su, N., Fang, Y., **Yang, Y.**, Yin, J. (2014), “Tencent: Innovating in China’s Mobile Payment Industry,” Ivey Publishing Number 9B14M149, 14 pages, Richard Ivey School of Business.

#### TEACHING EXPERIENCE

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##### Southern University of Science and Technology, Assistant Professor

EBA7004	Information Systems Theory Development (Ph.D.)	expected in 2025 fall
MIS332	Blockchain Essentials and Practices (Undergraduate)	rating: 95 out of 100
MIS307	Advanced Systems Analysis and Design (Undergraduate)	rating: 99 out of 100

EBA420	Management Frontiers and Practices (Undergraduate)	rating: 100 out of 100
<b>Georgia State University, Teaching Fellow</b>		
CIS3260	Introduction to Programming in Java (Undergraduate)	rating: 4.0 out of 5.0
<b>City University of Hong Kong, Teaching Assistant</b>		
IS6930	Management Consulting in Asia (Master)	
FB5003	Management Information Systems (MBA)	

## **SERVICE**

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### **Journal and Conference Peer Reviews** **Total: 48 reviews**

MIS Quarterly (MISQ)	16 reviews
Information Systems Research	1 review
Information Systems Journal	1 review
Journal of the Association for Information Systems	5 reviews
Information Technology & People	3 reviews
Information and Organization	2 reviews
Electronic Commerce Research	2 reviews
Academy of Management Annual Meeting, reviewer	7 reviews
International Conference on Information Systems, associate editor	2 reviews
International Conference on Information Systems, reviewer	5 reviews
Pacific Asia Conference on Information Systems, reviewer	3 reviews
European Conference on Information Systems, reviewer	1 review

### **Service to the College and Department**

Member, College Ph.D. and Master Programs Interview Committee	2022 – present
Faculty Adviser, Shude College at SUSTech	2021 – present

### **Doctoral Student Supervision**

Zhenzhen Jin, current status: proposal defended	2022 – present
Xiao Xiao, current status: proposal defended	2022 – present
Yanqiang Zhong, current status: Ph.D. candidate	2024 – present
Yifan Fan, placement: Southeastern University (R1 University in China)	completed in 2024

### **Community Service**

Workshop on Effective Ph.D. Practices at Georgia State University	2022
Mentor, AIS Doctoral Student College's Mentorship Program	2021
Perspectives of the Ph.D. Journey at Georgia State University	2020
Vice President, Robinson Ph.D. Fellows, Georgia State University	2018 – 2020

## **HONORS, AWARDS, AND GRANTS**

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SUSTech Starting-up Research Grant	2024 – 2026
GSU Charles A. William Scholarship	2021 – 2022
GSU Doctoral Student Full Scholarship	2016 – 2021

## **PROFESSIONAL MEMBERSHIP**

Association for Information Systems (AIS)  
Institute for Operations Research and Management Sciences (INFORMS)  
Academy of Management (AOM)

## **COMPUTER SKILLS**

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Data Analysis: Text mining, Machine learning  
Programming: Python, R, STATA, Java, C++

Database: PostgreSQL, Microsoft SQL  
Web Tech: HTML5, PHP, ASP.NET