

Education

Michael G. Foster School of Business, University of Washington	2018.9-2023.7
<ul style="list-style-type: none">• PhD, Department of Information Systems and Operations Management• Major Area: Information Systems• Minor Area: Operations Management, Micro Econometrics	
Michael G. Foster School of Business, University of Washington	2018.9-2021.7
<ul style="list-style-type: none">• Master of Science, Business Administration and Management	
School of Economics and Management, Tsinghua University	2016.9-2018.7
<ul style="list-style-type: none">• Master of Management Science and Engineering	
School of Economics and Management, Tsinghua University	2012.9-2016.7
<ul style="list-style-type: none">• Bachelor of Information Management and Information Systems	
The University of Hong Kong	2014.7-2014.8
<ul style="list-style-type: none">• Summer Program Exchange Student	

Journal Publication

- **Y. Yu**, Y. Yang, J. Huang, and Y. Tan, “Unifying Algorithmic and Theoretical Perspectives: Emotions in Online Reviews and Sales,” *Accepted at MIS Quarterly*.
 - *Finalist, 2021 Best Student Paper Award of INFORMS Social Media Analytics Section.*
- T. Song, J. Huang, Y. Tan, and **Y. Yu**, “Using User- and Marketer-Generated Content for Box Office Revenue Prediction: Differences Between Microblogging and Third-Party Platforms,” *Information Systems Research*, 30(1) 191-203, 2019.
 - *Outstanding Achievement Award of China Information Economics Society 2019.*

Working Papers

(* Authors contributed equally and listed alphabetically or randomly.)

- X. Wang*, **Y. Yu***, J. Huang, and Y. Tan, “How Do Pictures Shape 'Liking' Behavior? A Stimulus-Organism-Response Perspective,” *Under Major Revision at MIS Quarterly*.
- **Y. Yu**, Y. Wang, G. Zhang, Z. Zhang, C. Wang, and Y. Tan, “Outstream Video Advertisement Effectiveness,” *Under Review*.
 - *2021 Amazon Research Awards*
- **Y. Yu**, J.X. Tan, and Y. Tan, “Understanding Volunteer Crowdsourcing from a Multiplex Perspective,” *Under Review*.
- **Y. Yu***, S. Huang*, Y. Liu, and Y. Tan, “Emotions in Online Content Diffusion,” *Under Review*.
- J. Wang*, **Y. Yu***, W. Xue, and Y. Tan, “COVID-19, Urban Transportation, and Air Pollution,” *Under Review*.
- S. Huang*, **Y. Yu***, and Y. Jiao, “Customer-Product Matches in Online Social Referrals: A Graph Embedding Approach,” *Under Review*.
- Y. Kan, **Y. Yu**, Y. Jiang, and Y. Tan, “Afraid of Niche, Tired of Mass: Atypical Idea Combination on Crowdfunding Platform.”

Conference Papers

- "COVID-19, Urban Transportation, and Air Pollution", with J. Wang, W. Xue and Y. Tan, *International Conference on Information Systems (ICIS) 2021*.
 - Presented at *Manufacturing & Service Operations Management (MSOM) Conference 2021*.
- "Atypicality Innovation and Crowdfunding Project Performance", with Y. Kan and Y. Jiang, *Conference on Information Systems and Technology (CIST) 2020*.

- *Best Paper Runner-up and Best Student Paper Nomination.*
- Presented at *15th INFORMS Annual Meeting (INFORMS) 2020.*
- "Emotions in Online Content Diffusion", with S. Huang and Y. Liu, *Conference on Information Systems and Technology (CIST) 2020.*
 - Presented at *14th INFORMS Annual Meeting (INFORMS) 2019.*
- "Beyond Text: Do Pictures Provided by Consumers Affect Social Engagement?" with X. Wang, J. Huang and Y. Tan, *15th INFORMS Annual Meeting (INFORMS) 2020.*
- "Analysis of a Large-Scale Online Volunteer Network: Retention, Migration and Engagement", with J.X. Tan, and Y. Tan, *14th INFORMS Annual Meeting (INFORMS) 2019.*
- "How Emotions Impact Online Content Spread: Evidence from a Massive Online Social Network", with S. Huang, Y. Liu and Y. Tan, *Conference on Digital Experimentation (CODE) 2019.*
 - Presented at *Marketing Science Conference 2020.*
 - Presented at *IC2S2 (International Conference on Computational Social Science) 2020.*
- "Emotions in Online Reviews and Product Sales: An Investigation of the Movie Industry", with Y. Yang, J. Huang and Y. Tan, *14th INFORMS Workshop on Data Mining and Decision Analytics (DMDA) 2019.*
 - Presented at *China Marketing International Conference (CMIC) 2019.*
- "The Predictive Power of Discrete Emotions in Microblogging Messages: An Empirical Study in the Movie Industry", with J. Huang and Y. Tan, *China Summer Workshop on Information Management (CSWIM) 2019.*

Service Activities

- **Conference Session Chair:** INFORMS Annual Meeting.
- **Journal Reviewer:** MIS Quarterly, Production and Operations Management, Journal of Management Information Systems, Electronic Commerce Research.
- **Conference Reviewer:** Conference on Information Systems and Technology (CIST), International Conference on Information Systems (ICIS), The annual Pacific Asia Conference on Information Systems (PACIS).
- **Panel Speaker:** Annual BizTech Forum, Technology and Business Association, University of Washington.

Teaching Experience

- **Pre-doctoral Instructor,** MSIS 445 Database Management (Core Course in Master's Program, on-going), 2022.
- **Pre-doctoral Instructor,** IS 445 Database Management (Course Evaluation: 4.4/5.0), 2021.
- **Teaching Assistant,** IS 445 Database Management (Course Evaluation: 4.6/5.0), 2021.
- **Teaching Assistant,** IS 451 Business Data Analytics (Course Evaluation: 4.6/5.0), 2021.
- **Lab Instructor,** IS 410 Business Data Communications (Course Evaluation: 4.6/5.0), 2020.
- **Lab Instructor,** IS 410 Business Data Communications (Course Evaluation: 4.8/5.0), 2019.
- **Lab Instructor,** IS 300 Introduction to Information Systems (Course Evaluation: 4.6/5.0), 2019.

Work Experience

- **Applied Scientist Intern,** Amazon, 2021.
- **Research Intern,** WeChat, Tencent, 2019.
- **Co-Founder,** Beijing Jike Future Tech. Co. Ltd, 2015-2017.
- **Investment Analyst Intern,** Rongtong Capital, ICBC International, 2017.
- **Investment Manager Intern,** Chuxin Capital Partners Ltd. (Venture Capital in TMT), 2016.
- **President,** Tsinghua Cyrus Tang Volunteer Association, 2014-2015.
- **Summer Intern,** Roland Berger Strategy Consultants, 2015.
- **Part-time Assistant,** The Boston Consulting Group, 2014-2015.

- **Analyst Intern**, Northern Region Managing Partner Office, Deloitte (China), 2014-2015.

Awards and Honors

- Outstanding Research Award, Department of Information Systems and Operations Management, University of Washington, 2022
- Dean's Achievement Award, Foster School of Business, University of Washington, 2021
- Outstanding Teaching Award, Department of Information Systems and Operations Management, University of Washington, 2021
- Research proposal "Understanding Video Advertising Effectiveness" won Amazon Research Awards, 2021
- Best Student Paper Award of INFORMS Social Media Analytics Section, Finalist, 2021
- Best Paper Runner-up and Best Student Paper Nomination in *Conference on Information Systems and Technology (CIST)* 2020
- Evert McCabe endowed PhD Fellow in 2018-2022
- China Information Economics Society Outstanding Achievement Award in 2019
- Outstanding Graduates of Beijing (for Masters) in 2018 (Top 5%)
- Outstanding Graduates of Tsinghua University (for Masters) in 2018 (Top 2%)
- Tsinghua University Outstanding Thesis Award (for Masters) in 2018 (Top 1%)
- China National Scholarship for Graduate Students in 2017 (Top 1%)
- Top 10 Volunteers of Tsinghua Graduate Students in 2017 (Top 10 of Tsinghua)
- Outstanding Graduates of Beijing in 2016 (Top 5%)
- Outstanding Graduates of Tsinghua University in 2016 (Top 2%)
- China National Scholarship for Undergraduate Students in 2016 (Top 1%)
- Championship in Accenture IT Business Case Competition 2016
- Championship in Roland Berger Workshop Case Competition 2015
- F.C. Tseng Scholarship in 2014
- Cyrus Chung Ying Tang Scholarship from 2012 to 2016

Proficiencies and Other Information

- **Computer Skills:** MS Office suite, Python/R Programming/SQL, Intermediate knowledge in Java, Stata, and MATLAB.
- **Cloud Computing:** *Certified EMC Academic Associate in Cloud Computing.*
- **Machine Learning:** Deep learning, video analytics, image mining, and natural language processing.
- **Economic Modeling:** Game Theory, Empirical Industrial Organization, and Econometric Modeling.
- **Hobbies:** Enjoy sports, guitar, photography, and writing.