

Education

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|---|----------------------|
| Michael G. Foster School of Business, University of Washington | 2018.9-2023.7 |
| • PhD in Business Administration, Department of Information Systems and Operations Management | |
| School of Economics and Management, Tsinghua University | 2016.9-2018.7 |
| • Master of Management Science and Engineering | |
| School of Economics and Management, Tsinghua University | 2012.9-2016.7 |
| • Bachelor of Information Management and Information Systems | |
| The University of Hong Kong | 2014.7-2014.8 |
| • Summer Program Exchange Student | |

Journal Publication

- 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

- **Y. Yu**, Y. Yang, J. Huang, and Y. Tan, "Unifying Algorithmic and Theoretical Perspectives: Emotions in Online Reviews and Sales," *Under 2nd-round Major Revision.*
- **Y. Yu**, S. Huang, Y. Liu, and Y. Tan, "Emotions in Online Content Diffusion," *Under R&R.*
- **Y. Yu**, J.X. Tan, and Y. Tan, "Volunteer Crowdsourcing: A Multiplex Perspective."
- J. Wang, **Y. Yu**, W. Xue, and Y. Tan, "COVID-19, Urban Transportation, and Air Pollution."
- X. Wang, **Y. Yu**, J. Huang, and Y. Tan, "Do Pictures in Online Reviews Affect Users' Attitudes?"
- Y. Kan, **Y. Yu**, Y. Jiang, and Y. Tan, "Atypical Crowdfunding Projects."

Conference Papers

- "Urban Air Pollution and Transportation in China: Using COVID-19 as Instruments", with J. Wang, W. Xue and Y. Tan, *Manufacturing and 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.*
- "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).

Teaching Experience

- **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.
- **Lab Instructor,** IS 410 A Business Data Communications (Course Evaluation: 4.6/5.0), 2020.
- **Teaching Assistant,** IS 451 A Business Data Analytics (Course Evaluation: 4.3/5.0), 2020.
- **Lab Instructor,** IS 410 A Business Data Communications (Course Evaluation: 4.8/5.0), 2019.
- **Lab Instructor,** IS 300 B Introduction to Information Systems (Course Evaluation: 4.6/5.0), 2019.

Work Experience

- **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

- Dean's Achievement Award, Foster School of Business, University of Washington, 2021
- PhD Teaching Award of Department of Information Systems and Operations Management, University of Washington, 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 2018-2021
- 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, image mining, and natural language processing.
- **Economic Modeling:** Game Theory, Empirical Industrial Organization, and Econometric Modeling.
- **Hobbies:** Enjoy sports, guitar, photography, and writing.