

## CURRICULUM VITAE

### YINAN YU

Department of Business Information and Technology  
Fogelman College of Business and Economics  
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### EMPLOYMENT

- 2019–Present Fogelman College of Business and Economics, University of Memphis USA  
Assistant Professor
- 2017–2019 Desautels Faculty of Management, McGill University Canada  
Postdoctoral Research Fellow

### EDUCATION

- 2012–2017 The University of Hong Kong Hong Kong  
*Ph.D. in Innovation and Information Management*
- 2010–2012 Tsinghua University Beijing, China  
*Master of Management Science and Engineering*
- 2006–2010 Tongji University Shanghai, China  
*Bachelor of Management in Information Management and Information Systems*

### RESEARCH INTERESTS

Digital Platforms, Online Reviews, Online Dating, Social Media, Multichannel Management, AI Transparency, Business Analytics, Text Mining, Economics of IS, Lab Experiment.

### ACCEPTED/PUBLISHED JOURNAL ARTICLES

- Yu, Yinan, Warut Khern-am-nuai, Alain Pinsonneault. 2020. When Paying for Reviews Pays Off: The Case of Performance-Contingent Monetary Rewards. Accepted at *MIS Quarterly*.

### PAPERS UNDER REVIEW

- Yu, Yinan, Liangfei Qiu, Hailiang Chen, Benjamin Yen. 2020. Product Fit Uncertainty and Interplay between Traditional Advertising and Social Media Marketing. *Information Systems Research* (under 1<sup>st</sup> round review).
- Yu, Yinan, Hailiang Chen, Chih Hung Peng, Patrick Chau. 2020. The Causal Effect of Video Streaming on DVD Sales: Evidence from a Natural Experiment. *Journal of Management Information Systems* (under 1<sup>st</sup> round review).

## **WORK IN PROGRESS**

Yu, Yinan, Jui Ramaprasad, Animesh Animesh, Ravi Bapna. 2020. Pursuing Strategy and Signal Usage in Online Dating.

Yu, Yinan, Warut Khern-am-nuai, Alain Pinsonneault, Zaiyan Wei. 2020. Social Interactions and Bias in the Evaluation of Online Reviews.

Khern-am-nuai, Warut, Yinan Yu. 2020. Are Review Helpfulness Score and Review Unhelpfulness Score Two Sides of The Same Coin or Different Coins?

Khern-am-nuai, Warut, Kai Zhu, Yinan Yu. 2020. Negative Peer Feedback in Online Communities: The Role of Downvote for User Generated Content (will submitted to *Information Systems Research* soon)

Liang, Huigang, Nirmalee Raddatz, Yinan Yu. 2020. Testing AI Transparency Features: A Factorial Experimental Design.

Yu, Yinan, Alain Pinsonneault, Jui Ramaprasad. 2019. Engagement on Digital Content Platforms: A Theoretical Perspective.

## **CONFERENCE PROCEEDINGS AND PRESENTATIONS**

“Are Review Helpfulness Score and Review Unhelpfulness Score Two Sides of The Same Coin or Different Coins?” Hawaii International Conference on System Sciences (HICSS), Hawaii, USA, January 2021.

“Are Review Helpfulness Score and Review Unhelpfulness Score Two Sides of The Same Coin or Different Coins?” 19th Pre-ICIS Workshop on e-Business (WeB), December 2020.

“The Role of Social Technologies in Review Evaluation and Online Platform Implications” POMS 31st Annual Conference, Minneapolis, USA, April 2020.

“Engagement on Digital Content Platforms: A Theoretical Perspective” International Conference on Information Systems (ICIS), Munich, Germany, December 2019.

“Product Fit Uncertainty and Interplay between Traditional Advertising and Social Media Marketing” INFORMS Conference on Information Systems and Technology (CIST), Seattle, USA, October 2019.

“Does Premium Subscription Pay Off? Evidence from Online Dating Platform” International Conference on Information Systems (ICIS), San Francisco, USA, December 2018.

“Rescue or Imperil? The Role of Network Information in Online Reviews” INFORMS Conference on Information Systems and Technology (CIST), Phoenix, USA, November 2018.

“The Impact of Performance-Contingent Monetary Incentives on User-Generated Content Contribution” Americas Conference on Information Systems (AMCIS), New Orleans, USA, 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 INTERESTS**

Business Analytics, Applied Programming, Introduction to Management Information Systems, Database Management, Social Media, E-Commerce.

### **TEACHING EXPERIENCE**

MIS 3201 Critical Thinking using Analytics: 2019 Fall, 2020 Spring

MIS 2845 Introduction to Business Application Programming: 2019 Fall, 2020 Spring/Fall

MIS 2749 Foundations of Information Systems: 2020 Fall

### **PESEARCH Grants**

2020: Co-investigator, Systems Testing Excellence Program, for “How to Motivate System Developers to Enact Privacy by Design: A Regulatory Focus Perspective.” \$5,600 USD

2020: Co-investigator, Insight Grants, Social Sciences and Humanities Research Council (2020 - 2022) for “The Role of Social Technologies in Online Review Platforms.” \$45,385 CAD

### **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, Hong Kong 2014.

CDF-Capital Scholarship, Tongji University, China, 2009.

National Endeavor Fellowship, Tongji University, China, 2008.

First Prize Scholarship, Tongji University, China, 2008, 2009.

## **ACADEMIC SERVICE AND AFFILIATION**

Journal Reviewer: MIS Quarterly, Information Systems Research (ISR), Production and Operations Management (POM), Journal of the Association for Information Systems (JAIS), Information and Management (I&M), Decision Sciences

Conference Associate Editor: International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS)

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

Member: Association for Information Systems, INFORMS

## **TECHNICAL SKILLS**

Data Analysis and Statistical Software: Stata, R, Matlab, Tableau

Database: MySQL, Microsoft SQL Server

Programming: Java, Python

## **REFERENCES**

Alain Pinsonneault (postdoctoral supervisor)  
Imasco Chair of Information Systems  
Distinguished James McGill Professor  
Desautels Faculty of Management  
McGill University  
514-3984905  
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Patrick Y.K. Chau (doctoral supervisor)  
Vice Provost for Research  
Li Dak Sum Chair Professor in IS & OM  
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