

# CENYING (TRACY) YANG

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## EDUCATION

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- University of Texas at Austin, Texas, USA** *May 2021*  
PhD in Information Systems  
Department of IROM, McCombs School of Business
- Fudan University, Shanghai, China** *June 2015*  
Graduate Study in Management Science and Engineering, School of Management
- Nanjing University, Nanjing, China** *June 2013*  
Bachelor of Business Administration, Business School

## EXPERIENCE

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2021 - Assistant Professor, College of Business, City University of Hong Kong

## RESEARCH INTEREST

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Value of Emerging Technology, Internet of Things, AI-human collaboration, FinTech  
Quantitative methods: AI / Machine Learning, Econometrics, and Analytical Modeling

## JOURNAL PUBLICATION

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- Cenyang (Tracy) Yang**, Yihao Feng, Andrew Whinston. 2022. “Dynamic Pricing and Information Disclosure For Fresh Produce: An Artificial Intelligence Approach”. *Production and Operations Management*, 31(1): 155-171.
- Cenyang (Tracy) Yang**, Ashish Agarwal, Prabhudev Konana. 2025. “General Behavioral Impact of Smart System Warnings: A Case of Advanced Driving Assistance Systems”. *Production and Operations Management*, 34(11): 3531-3548.
- Qian Chen, **Cenyang (Tracy) Yang**, Jiajia Zhang, Huale Li, Zoe L. Jiang. 2025. “DPAA: Decoupled Parallel Auction Algorithm for Position-Dependent Knapsack Resource Optimization”. *Applied Soft Computing (JCR Q1, IF 6.6)*, p.114287
- Qian Chen, Xuan Wang, **Cenyang (Tracy) Yang**, Zoelin Jiang, Shuhan Qi, Jiajia Zhang, Na Li, Lei Wang, Jing Xiao. 2024. “Reverse double auction mechanism: An efficient algorithm for E-commerce platform operations”. *Electronic Commerce Research and Applications (JCR Q1; IF 6.3)*, 65, p.101401.

## CONFERENCE PROCEEDINGS

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- Junhang Chen, **Cenyang (Tracy) Yang**, Xin Fu. 2026. “When Human Multitasking Meets Agentic AI”. In *Pacific Asia Conference on Information Systems (PACIS)* Proceedings.
- Junhang Chen, **Cenyang (Tracy) Yang**, Xin Fu. 2026. “When Human Multitasking Meets Agentic AI”. In *China Summer Workshop on Information Management (CSWIM)* Proceedings.
- Yifan Li, **Cenyang (Tracy) Yang**, Wei Thoo Yue. 2026. “Operational Matching Efficiency and Market Power: Role of Autonomous Vehicles in the Ride-Hailing Market”. In *Pacific Asia Conference on Information Systems (PACIS)* Proceedings.

Junhang Chen, **Cenyang (Tracy) Yang**, Xin Fu. 2025. “AI as A Scapegoat: Impact of the Blame-shifting Behavior of Human Agents in Hybrid Service System”. In *International Conference on Information Systems (ICIS)* Proceedings.

Mei Xue, **Cenyang (Tracy) Yang**. 2025. “Impact of Usage-Based Insurance: Market Competition, Welfare, and Environmental Sustainability”. In *International Conference on Information Systems (ICIS)* Proceedings.

Jieyi Zhang, **Cenyang (Tracy) Yang**. 2024. “The value of Internet of Things-enabled behavioral data in demand prediction”. In *International Conference on Information Systems (ICIS)* Proceedings.

Jieyi Zhang, **Cenyang (Tracy) Yang**, and Yihao Feng, 2024. Demand Prediction by Incorporating Internet-of-Things Data: A Case of Automobile Repair and Maintenance Service. In *57th Hawaii International Conference on System Sciences (HICSS)* Proceedings.

**Cenyang (Tracy) Yang**, Tian Lu, Beibei Li. 2020. “Personalizing Debt Collections: Combining Reinforcement Learning and Field Experiment”. In *International Conference on Information Systems (ICIS)* Proceedings.

## PATENT

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**Non-Uniform Memory Access Resource Allocation Method Based on Parallel Adaptive Auction Algorithm**

Jul. 2025. Xuan Wang, Qian Chen, **Cenyang (Tracy) Yang**, Zoe L. Jiang, Xiaozhen Sun

## UNDER REVIEW

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**Cenyang (Tracy) Yang**, Ashish Agarwal, Prabhudev Konana. “Economic Evaluation of Subscription-based Predictive Maintenance Service on Customers in Automotive Supply Chain”. *1st round major revision under Manufacturing & Service Operations Management*

Junhang Chen, **Cenyang (Tracy) Yang**, Liangfei Qiu, Xin Fu. “Agentic AI as A Scapegoat: The Consequences of Blame in Hybrid Service System”, *1st round major revision under Information Systems Research*.

Junhang Chen, Yuxin Hu, **Cenyang (Tracy) Yang**, Xin Fu. “A Double-Edged Sword: Examining the Impact of AI Involvement on Customer Purchase Behavior”, *2nd round major revision under Information & Management*.

Qian Chen, Yulin Wu, **Cenyang (Tracy) Yang**, Xuan Wang, Min Fang, Jianqiang Li. “ADReM: Dynamic Regret Minimization for Multi-Agent Repeated Auctions with User Churn”. *Review under IEEE Transactions on Computational Social Systems (JCR Q1; IF 4.9)*

## WORK IN PROGRESS

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Yanjie Zhou, Han Huang, **Cenyang (Tracy) Yang**, Yuan Gao, Qian Chen. “Multi-Solution Order-Making-Up for E-Commerce Promotions: A Dinkelbach Optimization Approach towards Sustainable Consumption”. *Prepare to submit to Decision Support Systems*.

Yixuan Liu, Wenkang Zhang, **Cenyang (Tracy) Yang**. “The Impact of Extreme Weather on Pregnant Women Self-Monitoring”.

**Cenyang (Tracy) Yang**, Xin Li, Ram Ramesh, Zhiling Guo, Niam Yaraghi. “Deep Reinforcement Learning-based Pricing for Gig Workers Considering Service Intention Inertia”.

Yifan Li, **Cenyang (Tracy) Yang**, Zhou Zhou. “Strategic Disclosure in Algorithmic Rankings on Digital Platforms: Evidence from a Model of Multidimensional Quality Environments”.

Shuo Yin, **Cenyang (Tracy) Yang**, Xiongwei Zhou. “Dynamic Industry Network and Financial Fraud Detection Based on Generative Large Language Models”.

## CONFERENCE PRESENTATIONS AND INVITED TALKS

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**AI as A Scapegoat: Impact of the Blame-shifting Behavior of Human Agents in Hybrid Service System**

Dec. 2025, International Conference on Information Systems (ICIS) 2025, Nashville

**Economic Evaluation of Predictive Maintenance in Automotive Industry**

Oct. 2024, INFORMS Conference on Information Systems and Technology (CIST) 2024, Seattle

**Personalizing Debt Collections: Combining Reinforcement Learning and Field Experiment**

Dec. 2020, International Conference on Information Systems (ICIS) 2020, virtual conference

**Advanced Driver Assistance Systems (ADAS), Driving Behavior and Collision Accident**

Jun. 2020, Statistical Challenges in Electronic Commerce Research (SCECR) 2020, virtual conference

**Optimal Pricing and Product Assignment Under IoT: a Reinforcement Learning Approach**

May. 2019, POMS Conference 2019, Washington D.C

**Informativeness and Sentiment of News Articles and Stock Returns**

Dec. 2018, Workshop in Information Systems and Economics (WISE) 2018, San Francisco

**Does Market Respond to Information in News Articles beyond Sentiments?**

Nov. 2018, INFORMS Conference on Information Systems and Technology (CIST) 2018, Phoenix

**Do You Donate out of Altruism or Self-interest? A Case of conditional Social Gift Exchange in Fundraising.**

May. 2018, *invited session*, POMS Conference 2018, Houston

**Does Altruism Lead to Pro-social Behavior? Evidence from Field Experiments on Facebook**

Oct. 2017, *invited session*, INFORMS Annual Meeting, Houston

**Survive or Swept Up in the Post-Crisis Strategy? Investigating WOMs behind the Vertical Spillover in Supply Chain Partnership**

Jun. 2017, China Summer Workshop on Information Management (CSWIM), Nanjing, China

**Dynamic Effectiveness of Electronic Word-of-mouth and Online Display Advertising on Offline Sales**

Jun. 2016, Pacific Asia Conference on Information Systems (PACIS), Chiayi, Taiwan

## TEACHING EXPERIENCES

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**Instructor**, Fall 2021 - 2024

IS 4834 *Business Intelligence and Analytics*

Undergraduate course

Avg. 125 students enrolled each year

Student evaluation: Avg. **4.48/5**

**Instructor**, Fall 2021-2024

IS 4861 *Machine Learning for Business*

Undergraduate course

Avg. 80 students enrolled each year

Student evaluation: **4.49/5**

**Co-Instructor**, Spring 2023

IS 6400 *Business Data Analytics*

Graduate course

241 students enrolled

Student evaluation: **4.69/5**

## SERVICES

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### **Associate Editor**

- Decision Sciences Journal (2026 - present)
- Information & Management Special Issue on “Transformative AI in Online Markets: Development, Impact, and the Road Ahead” (2026)
- International Conference on Information Systems (2022 - present)

### **Journal / Conference Reviewer**

- Information System Research (ISR), Management of Information Systems Quarterly (MISQ), Production and Operations Management (POM), Information & Management (I&M)
- Pacific Asia Conference on Information Systems (PACIS), Workshop on Information Technologies and Systems (WITS), Workshop on Information Systems and Economics (WISE), China Summer Workshop on Information Management (CSWIM), Conference on Information Systems and Technology (CIST)

## SELECTED HONORS AND AWARDS

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**Best Teaching Award**, Information Systems Department, City University of Hong Kong, 2025

**ICEC Best Paper runner-up Award**, 2025

A Double-Edged Sword: Examining the Impact of AI Involvement on Customer Purchase Behavior

**Professional Development Awards**, University of Texas at Austin, 2016

**Jastrow Fellowship**, McCombs School of Business, University of Texas at Austin, 2015