

CENYING (TRACY) YANG

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EDUCATION

- 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

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

RESEARCH INTEREST

Value of Emerging Technology, Internet of Things, Data Ownership, FinTech
Quantitative methods: AI / Machine Learning, Econometrics, and Analytical Modeling

JOURNAL PUBLICATION / REVIEW

- Cenyang (Tracy) Yang**, Yihao Feng, Andrew Whinston. “Dynamic Pricing and Information Disclosure For Fresh Produce: An Artificial Intelligence Approach”. *Production and Operations Management*, 2021
- Cenyang (Tracy) Yang**, Ashish Agarwal, Prabhudev Konana. “Smart Products and User Behavior: the Case of Advanced Driving Assistance Systems”. *rejected by Information System Research, resubmitted to Production and Operations Management, 1st round review*
- Cenyang (Tracy) Yang**, Tian Lu, Beibei Li. “When Less Is More? Deep Reinforcement Learning-Based Optimization of Debt Collection”. *Information System Research, major review*
- Qian Chen, **Cenyang (Tracy) Yang**, Xuan Wang. “Reverse Double Auction Mechanism: A Better Recommendation Algorithm in E-Commerce Platform”. *Electronic Commerce Research and Applications, 2nd round review*

WORK IN PROGRESS

- Jieyi Zhang, **Cenyang (Tracy) Yang**, Yihao Feng. “Demand Prediction by Incorporating Internet-of-Things Data: A Case of Automobile Repair and Maintenance Service”, *working paper, accepted by HICSS 2024*
- Cenyang (Tracy) Yang**, Ashish Agarwal. “Who benefits from Internet-of-Things data ownership? A case in automotive industry”
- Qingyu Xu, **Cenyang (Tracy) Yang**, Zhou Zhou. “Repetitive Information, Investor Interactive Platform, and Stock Volatility in Emerging Markets”, *working paper, rejected by ICIS 2023*

Jiayan Han, Yingjie Zhang, **Cenyang (Tracy) Yang**, Tian Lu. "Credit Risk Prediction of Small- and Micro Firms on Digital Payment Platform", *preparation for submission to Decision Support System*

Qian Chen, **Cenyang (Tracy) Yang**. "Incorporating Fairness into Online Advertising Auction"

Cenyang (Tracy) Yang, Xinlin Yao. "The Role of Chatbot in Online Customer Service"

CONFERENCE PRESENTATIONS AND INVITED TALKS

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

Co-Instructor, Spring 2023

IS 6400 *Business Data Analytics*

Graduate course

241 students enrolled

Student evaluation: **4.69/5**

Instructor, Fall 2022

IS 4834 *Business Intelligence and Analytics*

Undergraduate course

124 students enrolled

Student evaluation: **4.36/5**

Instructor, Fall 2021

IS 4834 *Business Intelligence and Analytics*

Undergraduate course

171 students enrolled

Student evaluation: **6.19/7**

Instructor, Fall 2022

IS 4861 *Machine Learning for Business*

Undergraduate course

77 students enrolled

Student evaluation: **4.58/5**

Instructor, Fall 2021

IS 4861 *Machine Learning for Business*

Undergraduate course

17 students enrolled

Student evaluation: **6.08/7**

SERVICES

Associate Editor

- International Conference on Information Systems (2022, 2023)

Journal Reviewer

- Information System Research (ISR), Management of Information Systems Quarterly (MISQ), Production and Operations Management (POM)

Conference Reviewer

- International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), Workshop on Information Technologies and Systems (WITS), Workshop on Information Systems and Economics (WISE)

SELECTED HONORS AND AWARDS

Professional Development Awards, 2016

University level award to support graduate students to attend major academic conferences

Jastrow Fellowship, 2015

Prestigious award to attract top-quality students to McCombs School of Business

National Fellowships for Graduate Students, 2014

Highest honor for Chinese Graduate Students, bestowed directly by the Ministry of Education of China