March 2026

CURRICULUM VITAE

YINAN YU

Division of Information Management Systems
Michael F. Price College of Business
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EMPLOYMENT

2023–Present	Michael F. Price College of Business, University of Oklahoma Assistant Professor	USA
2019–2023	Fogelman College of Business and Economics, University of Memphis Assistant Professor	USA
2017–2019	Desautels Faculty of Management, McGill University Postdoctoral Research Fellow	Canada

EDUCATION

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

RESEARCH INTERESTS

Topic:
Economics of AI, Digital Platforms, Multichannel Management, User Generated Content, Social Media, Business Analytics, Economics of IS

Methodology:
Econometrics, Causal Inference, Natural Language Processing, Machine Learning, Lab Experiment

ACCEPTED/PUBLISHED JOURNAL ARTICLES

Yu, Yinan, Dezhi Yin, Warut Khern-am-nuai. 2026. Fewer Reviews but Better Content: When an Online Review Platform Disables Downvotes. ***Journal of Management Information Systems****,* forthcoming.

Yu, Yinan, Dezhi Yin, Warut Khern-am-nuai, Alain Pinsonneault, Zaiyan Wei. 2026. Helpful or Unhelpful: An Empirical Investigation of How Review Voters Cast Votes. ***Journal of the Association for Information Systems****,* forthcoming.

Zhu, Kai, Warut Khern-am-nuai, and Yinan Yu. 2025. Negative Peer Feedback and User Content Generation: Evidence from a Restaurant Review Platform. ***Production and Operations Management,*** *34(12), 3814-3829*.

Yu, Yinan, Dominik Gutt, Warut Khern-am-nuai. 2024. Review Helpfulness Scores vs. Review Unhelpfulness Scores: Two Sides of the Same Coin or Different Coins? ***IEEE Transactions on Engineering Management***, *71, 8031-8044*.

Yu, Yinan, Warut Khern-am-nuai, Alain Pinsonneault, Zaiyan Wei. 2023. Impacts of Social Interactions and Peer Evaluations on Online Review Platforms. ***Journal of Management Information Systems,*** *40(4), 1271-1300*

Yu, Yinan, Liangfei Qiu, Hailiang Chen, Benjamin Yen. 2023. Movie Fit Uncertainty and Interplay between Traditional Advertising and Social Media Marketing. ***Marketing Letters,*** *1-20*.

Yu, Yinan, Hailiang Chen, Chih Hung Peng, Patrick Chau. 2022. The Causal Effect of Video Streaming on DVD Sales: Evidence from a Natural Experiment. ***Decision Support Systems,*** *157, 113767*.

Yu, Yinan, Warut Khern-am-nuai, Alain Pinsonneault. 2022. When Paying for Reviews Pays Off: The Case of Performance-Contingent Monetary Rewards. ***MIS Quarterly,*** *40(1), 133-156.*

PAPERS UNDER REVIEW

Yu, Yinan, Benjamin Williams, Karen Xie, Wei Chen. 2026. Humanizing the Stay: Impact of Promoting Suppliers in Peer-to-Peer Markets. ***MIS Quarterly*** (under 1st round review).

WORK IN PROGRESS

Yu, Yinan, Yi-Jen (Ian) Ho, Yi-Chun (Chad) Ho. Appraising Social Norms and Coping in Online Giving.

Yu, Yinan, Keehyung Kim, Heshan Sun, Rahul Bharadwaj. Helping the Underdog Campaigns through AI Transparency: A Contrarian Donation Perspective.

Kim, Keehyung, Yinan Yu, Luwei Xiang, Ting Xu. Generative AI's Impact on Workforce Mobility and Gender Equality.

Liu, Jianwei, Yinan Yu, Karen Xie, Wei Chen. Controllable Progress, Uncontrollable Pay: Payment Design and Labor Supply in the Gig Economy

Wang, Siqi, Xaiofei Zhang, Yinan Yu. When Incentives Meet AI: Sustaining User Contribution Through Persistence-Based Design

CONFERENCE PROCEEDINGS AND PRESENTATIONS

- "Generative AI's Impact on Workforce Mobility and Gender Equality." **Biz AI** Conference, Dallas, USA, March 2026.

"Appraising Social Norms and Coping in Online Giving."

- INFORMS ISS Information Systems Research Paper Development Workshop for Early Career Scholars, Atlanta, USA, October 2025
- Workshop on Information Systems and Economics (**WISE**), Nashville, USA, December 2025

"Helping the Underdog Campaigns through AI Transparency: A Contrarian Donation Perspective", International Conference on Information Systems (**ICIS**), Nashville, USA, December 2025.

"Humanizing the Stay: Impact of Promoting Suppliers in Peer-to-Peer Markets."

- **Biz AI** Conference, Dallas, USA, March 2025.
- **INFORMS Annual Meeting**, Atlanta, USA, October 2025

"Standing on the Shoulders of a GenAI Platform: Examining the Impact of Implementing Customized GPTs"

- **INFORMS Annual Meeting**, Seattle, USA, October 2024
- **Biz AI** Conference, Dallas, USA, March 2024.

"Never Disappoint Benevolence: The Caveat about the Leaderboard for Charity Fundraising", The 17th China Summer Workshop on Information Management (**CSWIM**), Xiamen, China, June 2024.

"Visual Revolution: The Impact of Image Generative AI on Content Generation in Digital Platforms", **Biz AI** Conference, Dallas, USA, March 2024.

"Effects of Removing Unhelpful Votes on Reviewer Content Generation in Online Review Platforms", Conference on Information Systems and Technology (**CIST**), Phoenix, USA, October 2023.

"What Determines the Helpfulness of a Review: A Vote-Level Analysis",

- International Conference on Information Systems (**ICIS**), Austin, USA, December 2021.
- Conference on Information Systems and Technology (**CIST**), Newport Beach, USA, October 2021.
- Statistical Challenges in Electronic Commerce Research (**SCECR**), Virtual Conference, 2021.

"Any Feedback is Welcome: Peer Feedback and User Behavior in Online Communities",

- Conference on Information Systems and Technology (**CIST**), Newport Beach, USA, October 2021.
- Statistical Challenges in Electronic Commerce Research (**SCECR**), Virtual Conference, 2021.
- Americas Conference on Information Systems (**AMCIS**), Virtual Conference, 2021. **Nominated for Best Emergent Research Forum (ERF) Paper**.

"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.
- 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.
- INFORMS Conference on Information Systems and Technology (**CIST**), Phoenix, USA, November 2018.

"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.

"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.
- Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016.

"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.

"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.
- 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, Java/Python/R Programming, Introduction to Management Information Systems, Database Management, Data Warehousing, Social Media, E-Commerce.

TEACHING EXPERIENCE

University of Oklahoma
MIT 5772 Principals of Data Warehousing (graduate)
MIT 5682 Business Data Analysis (graduate)

MIT 5032 Analytics Programming Python I (graduate)
MIS 3033 Business Programming Language (undergraduate)

University of Memphis
MIS 7700 Fundamentals of Data Analytics (graduate)
MIS 3201 Critical Thinking Using Analytics (undergraduate)
MIS 2845 Introduction to Business Application Programming (undergraduate)
MIS 2749 Foundations of Information Systems (undergraduate)

RESEARCH Grants

2021: Co-investigator, 2021 Communities of Research Scholars, for "Covid-19 Screening Using Pool Testing in Memphis." 2,500 USD

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

2023: ISS Cluster Best Session Chair Award. 2023 INFORMS Annual Meeting.

2017: International Conference on Information Systems (ICIS) Junior Faculty Consortium Fellow.

2015: Pacific Asia Conference on Information Systems (PACIS) Doctoral Consortium Fellow.

2014: Reaching Out Award, Hong Kong Government.

2014: Certificate of Teaching and Learning in Higher Education, The University of Hong Kong, Hong Kong.

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

2009: First Prize Scholarship, Tongji University, China.

2008: National Endeavor Fellowship, Tongji University, China.

2008: First Prize Scholarship, Tongji University, China.

ACADEMIC SERVICE AND AFFILIATION

Service to the Scientific Community

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

Conference Associate Editor: International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS)
Conference Cluster Chair: INFORMS Annual Meeting
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)

Service to Price College of Business

AI Steering Committee of the MIS Division
MIS Scholarship Committee
Lecture hiring committee

Service to University of Memphis

Diversity, Inclusion, and Equity Committee
Judges of Students' Research Forum

Service to Fogelman College of Business and Economics

Assistant Professor Hiring Committee
Visiting Professor Hiring Committee
The Ph.D. comprehensive exam committee

Affiliation

Member: Association for Information Systems, INFORMS

TECHNICAL SKILLS

Data Analysis and Statistical Software: Stata, R, Matlab, Tableau
Database and Data warehouse: MySQL, Microsoft SQL Server, PostgreSQL, Pentaho
Programming: Java, Python

REFERENCES

Alain Pinsonneault
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Distinguished James McGill Professor
Desautels Faculty of Management
McGill University
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