

MS. YIPU DENG

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ACADEMIC EMPLOYMENT

Faculty of Business and Economics, The University of Hong Kong Assistant Professor of Innovation and Information Management	<i>Hong Kong, China</i> 2021 - present
Krannert School of Management, Purdue University Research and Teaching Assistant	<i>West Lafayette, IN, USA</i> 2016 - 2021

EDUCATION

Krannert School of Management, Purdue University Ph.D. in Business Administration (Management Information Systems) Minor in Marketing	<i>West Lafayette, IN, USA</i> 2016 - 2021
Shanghai University of Finance and Economics Bachelor of Business Administration in Management Information Systems	<i>Shanghai, China</i> 2012 - 2016
Warrington College of Business, University of Florida Visiting student in Information Systems and Operations Management	<i>Gainesville, FL, USA</i> 2014 - 2015

RESEARCH INTERESTS

Topics: Artificial Intelligence, Crowdfunding, User-generated Content, and Sharing Economy
Methodologies: Microeconometrics, Microeconomics, Empirical IO, Unstructured Data Analysis, and Deep Learning

AWARDS AND HONORS

Krannert Certificate for Outstanding Teaching	2021
Kauffman Best Student Paper Award Runner-up, ICIS	2020
Best Dissertation Proposal Award Nomination, WITS	2020
Certificate for Outstanding Research, Purdue University	2019 & 2020
Krannert Certificate for Distinguished Teaching	2020
Best Student Paper Award Runner-up, Conference on Information Systems and Technology	2018
MIS Area Award, Krannert School of Management, Purdue University	2018
Purdue Graduate Student Travel Grant	2018 & 2019
Chinese Government Scholarship	2014 & 2015
Shanghai Scholarship	2013
Renmin Scholarship	2012 & 2013

ACCEPTED/PUBLISHED JOURNAL ARTICLES

1. "More than the Quantity: The Value of Editorial Reviews for a UGC Platform", with Jinyang Zheng, Warut Khern-am-nuai, and Karthik Kannan (forthcoming in **Management Science**).

WORKING PAPERS

1. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang, and Karthik Kannan (under 2nd round of review at **Management Information Systems Quarterly**).
2. “When Donation Meets Reward: An Empirical Examination of Contribution Dynamics in Crowdfunding”, with Jinyang Zheng, Guoxin Li, and Karthik Kannan (Research in Progress).
3. “Dockless Bike Sharing: Convenience or Congestion? Evidence on Air Quality and Housing Prices”, with Zaiyan Wei and Karthik Kannan (Research in Progress).
4. “Discrimination Towards Chinese Products in COVID19: Evidence from Amazon”, with Alma Cortes Selva, and Danyang Zhang (Research in Progress).

CONFERENCE/WORKSHOP PAPERS

1. “Dynamics of Human Behavior in the Machine-Platform-Crowd Transformation”, *The Workshop on Information Technologies and Systems (WITS)*, Virtual Conference, Dec. 2020. **Best Dissertation Proposal Award Nomination**
2. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *International Conference on Information Systems (ICIS)*, Virtual Conference, Dec. 2020. **Kauffman Best Student Paper Award Runner-up**
3. “Discrimination Towards Chinese Products in COVID19: Evidence from Amazon”, with Alma Cortes Selva, and Danyang Zhang, *SEA 90th Annual Meeting*, Virtual Conference, Nov. 2020.
4. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *Conference of Information Systems and Technology (CIST)*, Virtual Conference, Nov. 2020.
5. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *INFORMS Annual Meeting*, Virtual Conference, Nov. 2020.
6. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *Statistical Challenges in Electronic Commerce Research (SCECR)*, Virtual Conference, June. 2020.
7. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *ISMS Marketing Science Conference*, Virtual Conference, June. 2020.
8. “Let Artificial Intelligence Be Your Shelf Watchdog: The Impact of AI-powered Shelf Monitoring on Product Sales”, with Jinyang Zheng, Liqiang Huang and Karthik Kannan, *Workshop on Information Systems and Economics (WISE)*, Munich, Germany, Dec. 2019.
9. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *International Conference on Information Systems (ICIS)*, Munich, Germany, Dec. 2019.
10. “When Donation Meets Reward: An Empirical Examination of Contribution Dynamics in Crowdfunding”, with Jinyang Zheng, Guoxin Li and Karthik Kannan, *INFORMS Annual Meeting*, Seattle, WA, Oct. 2019.

11. “When Donation Meets Reward: An Empirical Examination of Contribution Dynamics in Crowdfunding”, with Jinyang Zheng, Guoxin Li and Karthik Kannan, *Conference of Information Systems and Technology (CIST)*, Seattle, WA, Oct. 2019.
12. “Dockless Bike Sharing: Convenience or Congestion? Evidence on Air Quality and Housing Prices”, with Zaiyan Wei and Karthik Kannan, *China Summer Workshop on Information Management (CSWIM)*, Shenzhen, China, Jun. 2019.
13. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *INFORMS Annual Meeting*, Phoenix, AZ, Nov. 2018
14. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *Conference of Information Systems and Technology (CIST)*, Phoenix, AZ, Nov. 2018 **Best Student Paper Runner-up**
15. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *China Summer Workshop on Information Management (CSWIM)*, Qingdao, China, Jun. 2018
16. “Using Platform-Generated Content to Stimulate User-Generated Content”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *Pacific Asia Conference on Information Systems (PACIS)*, Yokohama, Japan, Jun. 2018
17. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *POMS 29th Annual Conference*, Houston, TX, May. 2018
18. “More than the Quantity: The Value of Editorial Reviews for a UGC Platform”, with Jinyang Zheng, Warut Khern-am-nuai and Karthik Kannan, *Conference on Data Science for Business and Economics*, West Lafayette, IN, May. 2018

TEACHING EXPERIENCE

Purdue University - Course Developer & Instructor

“MGMT 479 Data Visualization” (Undergraduate advanced level elective course) 2020, 2021
*Focal software: **Excel, Tableau***
Course evaluation: (4.4~5.0)/5.0

Purdue University - Teaching Assistant

“MGMT 590AUD Analyze Unstructured Data”(Graduate level course) 2018, 2019
Instructor: Jinyang Zheng
 “MGMT 690 Data And Tech For PhD” (PhD level course) 2020
Instructor: Jinyang Zheng
 “MGMT 544 Database Management Systems” (Undergraduate advanced level course) 2016, 2019
Instructor: Prabuddha De, Jinyang Zheng
 “MGMT 582 Management of Organization Data”(Graduate level course) 2017, 2018
Instructor: Prabuddha De
 “MGMT 590 Direct Read in Management: Big Data”(Graduate level course) 2017
Instructor: Alok R. Chaturvedi

SERVICES

Journal Reviewer for Management Science, Information Systems Research, Production and Operations Management

Conference Reviewer for CIST, ICIS, WISE, WITS, CSWIM

PROFESSIONAL MEMBERSHIPS

Institute for Operations Research and the Management Sciences (INFORMS), Information Systems Society (ISS), Association for Information Systems (AIS)

COMPUTER SKILLS

Programming Language: Python, Java, HTML, C

Database: SQL, MySQL, MS Access

Visualization: Tableau, PowerBI

Statistics: STATA, Matlab, R