YI ZHU

Curriculum Vitae

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EDUCATIONS

- **PhD in Information and Decision Sciences** Expected 2024
  University of Minnesota at Twin Cities, Carlson School of Management, GPA: 3.72 / 4
  Key coursework: Machine Learning, Artificial Intelligence, Data Mining and Personalizations, Economics of Information Systems, Public Policy Analysis, Causal Inference and Econometrics
- **MS in Business Analytics** March 2019
  Drexel University, LeBow College of Business, GPA: 3.97 / 4
  Key coursework: Statistics for Business Analytics, Multivariate Analysis, Operation Research, Advanced Mathematical Programming, Data Structure and Algorithms
- **MS in Journalism** December 2015
  University of Illinois at Urbana-Champaign, College of Media, GPA: 3.84 / 4
- **BA in English** July 2014
  Communication University of China, GPA: 3.38 / 4

RESEARCH INTERESTS

- **Areas:** Healthcare IT and Management, Financial Technology, IT Innovation, Digital Platform, Social Media, Personalization, Artificial Intelligence
- **Methods:** Machine Learning, Deep Learning, Natural Language Processing, Big Data Analytics, Econometrics Modeling, Causal Inference

JOURNAL PUBLICATIONS

- Karaca-Mandic, P., Sen, S., Georgiou, A., **Zhu, Y**., & Basu, A. (2020). Association of COVID-19-Related Hospital Use and Overall COVID-19 Mortality in the USA. Journal of General Internal Medicine.
- Zhou, J., Everhart, A., Smith, L. B., Qiu, Y., & **Zhu, Y**. (2020). The Economic Burden of Extended-Release Pharmaceuticals in Minnesota. Public Health Review.

CONFERENCE AND WORKSHOP PAPERS

- **Zhu, Y.**, Chan, J., Bi, X., Guo, Y. & Wu, J. (2021). Consumer Reactions Toward IT Infrastructure Upgrade: Evidence From A Nation-Wide Mobile Network Upgrade.
  - 2021 American Marketing Association (AMA) Summer Conference. Virtual: American Marketing Association (AMA).
  - 2021 43rd Annual INFORMS Society for Marketing Science (ISMS) Conference. Virtual: Institute for Operations Research and the Management Sciences (INFORMS).
- **Zhu, Y.**, Everhart, A., Karaca-Mandic, P., & Sen, S. (2020). Using NLP to Extract Predicate History from Medical Device Approvals. International Conference on Information Systems (ICIS). Hyderabad, India: Association for Information Systems (AIS).
- Fang, J., Liu, C., & **Zhu, Y.** (2018). Sequence Clustering with Temporal Graph and Sequence Recovery. INFORMS Workshop on Data Science. Phoenix, AZ Virtual: Institute for Operations Research and the Management Sciences (INFORMS).

STATEMENT OF INTEREST IN AI

My research interest related AI falls into two domains: Healthcare and Finance. In terms of healthcare, I have been closely working with world-leading faculties over the last two years, studying the effect of medical device's predicate citing history on the chances of the device's recall. We utilized machine learning techniques to process a large amount of data and investigate the effect by different medical device therapeutical categories. Further, one of my other current projects looks into how virtual physical activity challenges change users' exercising behavior using observational data. Specifically, we seek to develop a novel deep-learning-based architecture to predict users' future exercising behavior and examine how the social influence in these virtual challenges affects users' future exercising behavior. With these insights, we hope to provide valuable guidance to virtual challenge platforms so that they can make proper interventions to facilitate the most suitable physical activities for each user. On the finance aspect, one of my current projects looks into how investors react to investment advisories from a robot advisor compared to advisories from a human advisor. We seek to understand how subjects trust AI and human differently when it comes to the investment setting and if it makes any difference to subjects' trust when the advisor's AI/human identity is revealed. We rely on a field experiment in collaboration with an international stock investment broker to conduct the research. We aim to shed light on AI's role in investment, how it will complement or substitute human's role in investment, and what we can do about these expected changes. The portfolio of my current researches can be found here:
https://carlsonschool.umn.edu/faculty/yizhu