Yaqiong Wang

Information Systems and Analytics Department
Santa Clara University
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PROFESSIONAL EXPERIENCE

Assistant Professor, Information Systems and Analytics Department **2020 - Present**
Leavey School of Business, Santa Clara University, USA

EDUCATION

Carlson School of Management, University of Minnesota **2015 - 2020**
Ph.D. in Business Administration
Major: Information & Decision Sciences
Advisor: Gediminas Adomavicius

School of Economics and Management, Beihang University **2012 - 2015**
Master of Management Science and Engineering

School of Economics and Management, Beihang University **2008 - 2012**
Bachelor of Management of Information Systems

RESEARCH INTERESTS

Topics Recommender systems, long tail recommendation
Machine learning, evaluation and application of predictive models
Retailer channel management, online-offline synergy, online review analysis

Methods Machine learning, econometrics, experiments

JOURNAL PUBLICATIONS

Adomavicius G, & **Wang Y**. Improving Reliability Estimation for Individual Numeric Predictions: A Machine Learning Approach. ***INFORMS Journal on Computing*** (2020). *paperlink*

Wu Z, Cao J, **Wang Y**, Wang Y, Zhang L, & Wu J. hPSD: A Hybrid PU-Learning-Based Spammer Detection Model for Product Reviews. ***IEEE Trans. on Cybernetics*** (2018). *paperlink*

WORK IN PROGRESS

Wang Y, Wu J, Wu Z, & Adomavicius G. From Head to Long Tail: Flexible Recommendation using Cosine Patterns. ***IEEE TKDE***, Under review. *paperlink*

Chan J, **Wang Y**, Xu K, & Chen X. The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis. ***Journal of Marketing Research***, In preparation for submission. *paperlink*

Adomavicius G, Curley S, & **Wang Y**. Enhancing Machine Learning with Domain Expertise: Effect of Stylists' Outfit Composition Expertise on Apparel Recommender Systems.

Adomavicius G, Bi X, & **Wang Y**. Cosine Regularized Matrix Factorization for Long Tail Recommendation.

CONFERENCE PAPERS AND PRESENTATIONS

Chan J, **Wang Y**, Xu K, & Chen X. The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis. China India Insights Conference (***CIIC***), MIT Sloan School of Management, 2019. (Presented by co-author.)

Chan J, **Wang Y**, Xu K, & Chen X. The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis. INFORMS Society for Marketing Science (***ISMS***), Rome, Italy, 2019. (Presented by co-author.)

Wang Y, Wu J, Wu Z, & Adomavicius G. From Head to Long Tail: Flexible Recommendation using Cosine Patterns. Workshop on Information Technologies and Systems (***WITS***), San Jose, California, 2018.

Chan J, **Wang Y**, Xu K, & Chen X. The Role of Physical Stores in the Digital Age: Quasi-Experimental Evidence from Product Level Analysis. Workshop on Information Systems and Economics (***WISE***), San Francisco, California, 2018.

Chan J, **Wang Y**, Xu K, & Chen X. How Bricks Add to Clicks? Understanding the Impact of Showrooming on Online Purchase Behaviors. Conference on Information Systems and Technology (***CIST***), Pheonix, Arizona, 2018.

Chan J, **Wang Y**, Xu K, & Chen X. How Bricks Add to Clicks? Understanding the Impact of Showrooming on Online Purchase Behaviors. Summer Academic Conference (***AMA***), Boston, Massachusetts, 2018.

Adomavicius G, & **Wang Y**. Improving Reliability Estimation for Individual Numeric Predictions: A Machine Learning Approach. Workshop on Information Technologies and Systems (***WITS***), Seoul, Korea, 2017.

Adomavicius G, & **Wang Y**. Improving Reliability Estimation for Individual Numeric Predictions: A Machine Learning Approach. Winter Conference on Business Analytics (***WCBA***), Snowbird, Utah, 2017.

Wu Z, Wang Y, **Wang Y**, Wu J & Cao J. On Detecting Spammers from Product Reviews: A Hybrid Learning. International Conference on Data Mining (**ICDM**), Atlantic City, New Jersey, 2015. (Presented by co-author.)

TEACHING EXPERIENCE

SANTA CLARA UNIVERSITY

OMIS 30: Introduction to Programming - Python

Spring 2021

OMIS 34 Science, Information Technology, Business and Society

Fall 2020

UNIVERSITY OF MINNESOTA

IDSc 4444 Descriptive and Predictive Analytics

Fall 2018, Spring 2018

HONORS AND AWARDS

Carlson School of Management Dissertation Fellowship, University of Minnesota, 2019-2020
Outstanding Graduate Award, Beihang University, 2015
Graduated with Honors, Beihang University, 2012
National Scholarship, Ministry of Education, China, 2011

SERVICES

Reviewer

Information Systems Research (2019, 2020)
International Conference on Information Systems (2017, 2018, 2019, 2020)
Conference on Information Systems and Technology (2018)
Workshop on Information Technologies and Systems (2017, 2018)
European Conference on Information Systems (2018, 2019)

Session Chair

AMA Summer Academic Conference (2018)
Conference on Information Systems and Technology (2018)

TECHNICAL SKILLS

Python, R, Stata, RapidMiner, MySQL, LaTeX