

Di Yuan

ASSISTANT PROFESSOR · HARBERT COLLEGE OF BUSINESS, AUBURN UNIVERSITY

☎ +1 412-478-4604 | ✉ diy0002@auburn.edu | 🏠 di-yuan-88.github.io

Appointment

Harbert College of Business, Auburn University

Assistant Professor in Business Analytics and Information Systems

Auburn, AL, USA

Jun 2025 - present

Gies College of Business, University of Illinois Urbana-Champaign

Postdoctoral Research Associate

Champaign, IL, USA

Fall 2023 - May 2025

Education

Katz Graduate School of Business, University of Pittsburgh

Ph.D. in Information Systems

Pittsburgh, PA, USA

2023

University of Melbourne

M.S. in Accounting

Melbourne, VIC, Australia

2011

Shanghai University of Finance and Economics

B.S. in Accounting

Shanghai, China

2009

Research Interests & Methods

Focus: Economics of Machine Learning, Algorithms, and AI; Online Platforms, with an emphasis on the impact of AI.

Methods: Analytical Modelling, Game Theory, Econometrics, Causal Inference, and Machine Learning.

Research Papers

UNDER REVIEW

Di Yuan, Manmohan Aseri & Tridas Mukhopadhyay. “*Is Fair Advertising Good for Platforms?*” Minor Revision at **Marketing Science**.

- **Winner, Best Student Paper Award** in Conference on Information Systems and Technology (CIST), 2021.

Di Yuan, Manmohan Aseri & Narayan Ramasubbu. “*Backfiring AI? AI Deployment in Workplace.*” Revising for third round of review at **Management Science**.

WORKING PAPERS

Di Yuan, Manmohan Aseri, Vibhanshu Abhishek & Kartik Hosanagar. “*Economics of GenAI Adoption by Creator Platforms.*”

Luying Wang & **Di Yuan**. “*AI-Generated Content: Recommend or Not?*”

RESEARCH IN PROGRESS

“*Opioid Crisis and Prescription Drug Monitoring Programs.*” with Zia Hydari & Narayan Ramasubbu

“*Beyond Taste: Using Large Language Models to Mitigate Bias in Online Product Reviews.*” Data analysis

“*The Influence of AI Chatbot Assistance on Student Learning and Engagement in College Education.*” Research design

Conference Presentations

Di Yuan & Luying Wang. “*AI-Generated Content: Recommend or Not?*”

- INFORMS 2024

Di Yuan, Manmohan Aseri, Vibhanshu Abhishek & Kartik Hosanagar. “*Economics of GenAI Adoption by Creator Platforms*”

- ISMS 2024, CIST 2023, INFORMS 2023, WISE 2023

Di Yuan, Manmohan Aseri & Narayan Ramasubbu. “*Backfiring AI? Examining AI Deployment in PayForPerformance Regimes.*”

- Wharton AI Conference (May 2024), CIST 2022, WISE 2022

Di Yuan, Manmohan Aseri & Tridas Mukhopadhyay. “*Is Fair Advertising Good for Platforms?*”

- CIST 2021, WISE 2021, INFORMS 2022

Teaching Experience

INSTRUCTOR

Advanced Marketing Management (Undergraduate)

- Spring 2024, 2025
- Developed assignments incorporating real-world marketing analytics applications, such as choice models and A/B testing.

Introduction to Information Systems (Undergraduate)

- Spring 2022, two sections (Evaluation: 3.9, 4.0/5.0)
- Fall 2021 (Evaluation: 3.1/5.0)
- Delivered in both online and in-person formats; designed multiple assignments integrating practical information systems knowledge.

TEACHING ASSISTANT

Business Systems Platforms (Graduate). Spring 2018, Spring 2019, Spring 2020, Spring 2021.

Information Systems (Graduate). Summer 2021.

IT Architectures and Platforms (Undergraduate). Spring 2020.

Industry Experience

ESUPERFUND Pty Ltd

Docklands VIC, Australia

Project Manager

Mar 2015 - May 2017

- Led the development of the back-end data processing pipeline for the in-house accounting system, reducing the manual data cleansing tasks.
- Improved the scalability of the data processing system with Amazon Web Service (AWS).

Business & Data Analyst

May 2012 - Mar 2015

- Analyzed and implemented the business requirements for the web-based client portal and client management system.
- Created automatic processes to cleanse transactions data with SQL.

Awards

Best Student Paper Award in Conference on Information Systems and Technology

2021

Katz Travel Grant, University of Pittsburgh

2021 - 2022

ELG Fellowship, University of Pittsburgh

2017 - 2022

Services & Professional Development

REVIEWER

Journals: Management Science, Transactions on Management Information Systems, Information Technology and Management

Conferences: ICIS 2025, CIST 2025, ICIS 2024, ECIS 2020

SKILLS & MEMBERSHIPS

Programming: proficient in SQL, R, Python, Stata, and Mathematica; work knowledge in MATLAB and SAS

AIS, INFORMS Member, Certified Practicing Accountants (Australia) Member