

Di Yuan

ASSISTANT PROFESSOR · HARBERT COLLEGE OF BUSINESS, AUBURN UNIVERSITY

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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

Aug 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?*” Accepted 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.*”

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

- INFORMS 2025

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

Invited Talks

Auburn University, Alabama, USA	Feb 2025
Shanghai University of Finance and Economics, Shanghai, China	Jan 2025
The Chinese University of Hong Kong, Shenzhen, China	Jan 2025

Teaching

Introduction to Information Systems, Auburn University	2025
Advanced Marketing Management, UIUC	2024 - 2025
Introduction to Information Systems, University of Pittsburgh	2021 - 2022

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	