

# Yuan Zhang

The University of Memphis | Fogelman College of Business & Economics

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## EDUCATION

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### University of Texas at Arlington

Ph.D. in Business Administration (*Information Systems and Operation Management*) May. 2020

### University of California San Diego

Master in Finance Feb. 2015

### Beijing International Studies University

Bachelor of Science in Financial Management and Accounting Feb. 2011

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## ACADEMIC EXPERIENCE

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**Assistant Professor of Management Information Systems,** Aug 2023- Present  
**Fogelman College of Business & Economics, University of Memphis**

Assistant Professor of Information Systems and Operation Management, August 2020- June 2023  
David D. Reh School of Business, Clarkson University

Teaching Assistant, August 2015- May 2020  
Department of Information Systems and Operation Management/ Marketing, University of Texas at Arlington

Research Assistant, August 2015- May 2020  
Department of Information Systems and Operation Management/ Marketing, University of Texas at Arlington

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## RESEARCH INTERESTS AND METHODOLOGY

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Topics: UGC (Live-Streaming Media and KOL/Influencer/MCN), Video Games (Feature Design, Monetization, and Marketing Models), Cryptocurrencies and NFT (Application in Video Games and Metaverse), A.I.

Application Human-AI Interaction, Memes, Misinformation, Humane Technologies

Methods: Applied Econometrics, Experiment, Machine Learning for Causal Inference, Deep Learning

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## REFEREED JOURNAL PUBLICATIONS

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**Zhang, Yuan,** and Jie Zhang. (2021). Catch them all: Impacts of location-based augmented reality mobile applications on local businesses. *Information & Management*, (58:8), 103550.

**Zhang, Yuan,** Lei Hua, Yue Jiao, Jie Zhang, and Ritesh Saini. (2023). More than watching: An empirical and experimental examination on the impacts of live streaming user-generated video consumption. *Information & Management*, 60(3), 103771.

Liu, Zilong, Xuequn Wang, Xin Robert Luo, Xiaolong Song, Na Liu, and **Yuan Zhang** (2023). Be Together, Run More: Enhancing Group Participation in Fitness Technology. *Journal of the Association for Information Systems*, 24(2), 530-554.

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## SELECTED WORKING PAPERS

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Liu, Zilong, **Yuan Zhang**, Jie Zhang, and Xiaolong Song (2022), Run for the Group: The Influences of Group-Level Social Comparisons and Offline Social Activities in Fitness Users' Exercise Participation. Submitted to *Journal of the Association for Information Systems*.

Hongjun Ye, Zhiya Zuo, Tianwen Du, **Yuan Zhang**, and Jeff Inman. "What Makes Virtual Influencers Engaging?" Preparing for Resubmission to *Journal of Marketing*.

Hongjun Ye, **Yuan Zhang**, Lei Hua, and Yue Jiao. "Streaming Underdogs: How Twitch Lifts Lesser Games". Preparing for Submission to *Journal of Marketing Research*.

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## SELECTED WORK IN PROGRESS

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Hongjun Ye, Youngdai Won, and **Yuan Zhang**. "In the Wrong Zone: Flow State Amplifies Disposition Effect in Trading for Gamers". To be presented at the 2023 Annual Conference of the Association for Consumer Research.

Hongjun Ye, Zhiya Zuo, Tianwen Du, and **Yuan Zhang**. "Through Many Faces: How Virtual Influencer Appearance Changes Impact User Engagement". To be presented at the 2023 INFORMS Annual Meeting.  
**Yuan Zhang**, "Why Do We Like and How Do We Perceive Memes?- A Dual Process Perspective", Current Working Project

**Yuan Zhang**, "Memes to FOMO: How Memes Impact Audiences' Cryptocurrency Investing Behaviors?", Current Working Project

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## REFEREED CONFERENCE PROCEEDINGS

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**Zhang, Y.**, Liu, Z., Zhang, J., and Song, X. (2020). Run for the Group: The Impacts of Offline Team-building, Social Comparison and Competitive Climate on Group Physical Activity - Evidence from Mobile Fitness Apps. 10.24251/HICSS.2020.734.

**Zhang, Y.**, & Zhang, J. (2018). Could Nearby Pokéstops Improve Restaurants' Online Reputation?.10.24251/HICSS.2018.623.

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## CONFERENCE PRESENTATION

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**Zhang, Y.**, Liu, Z., Zhang, J., and Song, X. (2019), "Run for the Group: The Impacts of Offline Team-building, Social Comparison and Competitive Climate on Group Physical Activity - Evidence from Mobile Fitness Apps.", *Hawaii International Conference on System Sciences* 2020.

**Zhang, Y.**, Liu, Z., Zhang, J., and Song, X. (2019), "Run for the Group: The Impacts of Offline Team-building, Social Comparison and Competitive Climate on Group Physical Activity - Evidence from Mobile Fitness Apps.", *INFORMS Conference on Information Systems and Technology*, 2019.

**Zhang, Y.**, Liu, Z., Zhang, J., and Song, X. (2019), "Run for the Group: The Impacts of Offline Team-building, Social Comparison and Competitive Climate on Group Physical Activity - Evidence from Mobile Fitness Apps.", *INFORMS* 2019.

**Zhang, Y.**, Liu, Z., Zhang, J., and Song, X. (2019), "Run for the Group: The Impacts of Offline Team-building, Social Comparison and Competitive Climate on Group Physical Activity - Evidence from Mobile Fitness Apps.", *Decision Science Institute Conference* 2019.

**Zhang, Y., & Zhang, J.** (2018), “Live” to win: The Impacts of Different Video Platforms on Product Sales Performance- A PVAR Analysis.”, *INFORMS Conference on Information Systems and Technology* 2018.

**Zhang, Y., & Zhang, J.** (2018), “Live” to win: The Impacts of Different Video Platforms on Product Sales Performance- A PVAR Analysis.”, *The International Conference on Information Systems (TREO)*, 2018.

**Zhang, Y., & Zhang, J.** (2018), “Live” to win: The Impacts of Different Video Platforms on Product Sales Performance- A PVAR Analysis.”, *INFORMS-Finalist of Social Analytics Best Student Paper*, 2018.

**Zhang, Y., & Zhang, J.** (2018), “Live” to win: The Impacts of Different Video Platforms on Product Sales Performance- A PVAR Analysis.”, *POMS*, 2018

**Zhang, Y., & Zhang, J.** (2018), Spillover Effects of Location-Based Technologies on Local Businesses’ Online Reputation, *Hawaii International Conference on System Sciences*, 2018.

**Zhang, Y., & Zhang, J.** (2017), Spillover Effects of Location-Based Technologies on Local Businesses’ Online Reputation, *INFORMS Conference on Information Systems and Technology*, 2017.

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## COURSES TAUGHT

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### **University of Memphis**

Information Systems Global Enterprise (Graduate)

Systems Analysis and Design (Graduate)

### **Clarkson University**

Introduction to Business Intelligence and Data Processing (Undergraduate)

Management of Technology and Innovation (Undergraduate)

Developing and Managing Technology (Graduate)

### **University of Texas at Arlington**

Introduction to Information System and Data Processing (Undergraduate)

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## HONORS AND AWARDS

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Asia Scholarships, University of Texas at Arlington, 2019-2020.

HIMSS Doctoral Fellowship, University of Texas at Arlington, 2019

DFW- Texas Chapter of HIMSS, University of Texas at Arlington, 2018

Doctoral Fellowship, University of Texas at Arlington, 2015-2020.

Beta Gamma Sigma Business Honors Society 2020.

Student Participant in the NSF C-Accel Award “Credible Open Knowledge Network Project” (\$999,870) 2019-2020

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## UNIVERSITY AND DEPARTMENT SERVICE

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Business School Undergrad Policy, Clarkson University, 2021-2022

Faculty Search Committees, Clarkson University, 2021-2022

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## PROFESSIONAL SERVICES AND AFFILIATIONS

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### **Journals Ad Hoc Reviewer:**

Information Systems Research, Information, and Management, Electronic Commerce Research

### **Conference Reviewer:**

Hawaii International Conference on System Sciences (HICSS), 2018, 2019, 2020  
Conference on Information Systems and Technology (CIST), 2019, 2020

**Professional Affiliation:**

AIS; INFORMS; DSI

**INDUSTRY EMPLOYMENT HISTORY**

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<b>G.X. Internet Technology, Ltd ,</b> Web/ Mobile UX research lead and product manager	Beijing, China, 2012-2013
<b>Oracle Corporation,</b> Database and Middleware business development consultant	Beijing, China, 2011-2012
<b>Happy Elements Technology Co., Ltd.,</b> Financial Analyst Intern	Beijing, China, 2011 Summer
<b>Barclay- PLC., Investment Bank,</b> Market risk analyst intern	Beijing, Shanghai, China, 2010 Summer