

Yuan (Lucy) Zhang

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EDUCATION

Warrington College of Business 2017 - 2022

University of Florida, Gainesville, FL

Ph.D., Information Systems and Operations Management, Advisor: Hsing (Kenny) Cheng

Carlson School of Management 2011 - 2014

University of Minnesota - Twin Cities, Minneapolis, MN

Bachelor of Science, Business Administration, Accounting

AREAS OF INTEREST

Research: E-commerce, Digital Transformation, Digital Ecosystem, Pricing & Payment, AI & Machine Learning, Blockchain & NFT

Teaching: Business Strategy, Business Analytics & BI, Information Security, AI & Machine Learning

ACADEMIC EMPLOYMENT

Assistant Professor of Information Systems Aug 2022 - Present

Auburn University at Montgomery, Montgomery, AL

Ph.D. student, Instructor, Research and Teaching Assistant 2017 - 2022

University of Florida, Gainesville, FL

Research Assistant and Teaching Assistant 2012 - 2013

University of Minnesota - Twin Cities, Minneapolis, MN

RELATED PROFESSIONAL EMPLOYMENT

Business Intelligence & Business Process Manager 2015 - 2017

ChinaNetCloud, CMC, Shanghai, China

Sales Operations 2014 - 2015

Linkedin, Beijing, China

RESEARCH ACTIVITIES

1. **Yuan (Lucy) Zhang**, Michael Rivera, Liangfei Qiu, Subodha Kumar, "The Impact of Organizational Structure and Employee Traits on Real-time Peer-Based Internal Evaluation Systems: An Empirical Investigation" (Under Review at *MIS Quarterly* 2024, presented at AMCIS 2024)
2. **Yuan (Lucy) Zhang**, Young Kwark, Donghyuk Shin, Yining Wang, "Impact of COVID-19 Crisis on Social Commerce: An Empirical Analysis of E-commerce Social Activities During the Pandemic" (Under Review at *Journal of Management Information Systems* 2024, presented at CIST 2021)
3. **Yuan (Lucy) Zhang**, Hsing (Kenny) Cheng, Liangfei Qiu "How to Sell Your Crypto Art? Evidence from Non-fungible Token Art Drops" (in final preparation to submit to *Information Systems Research* 2024)
4. Donald Amoroso, **Yuan (Lucy) Zhang**, Jongheon Kim, "Comparing Loyalty of Korean Mobile Applications: A Five-Year Dual-Factor Approach" (in final preparation to submit to *Asian Journal of Technology Innovation* 2024)
5. **Yuan (Lucy) Zhang**, Anuj Kumar "Effect of Recommendation Systems on Customers' path of Purchase" (Working paper, presented at CIST 2020)
6. **Yuan (Lucy) Zhang**, Young Kwark, Donghyuk Shin, Yining Wang, "Impact of Recommender Systems on Consumer Purchase Decisions: An Empirical Analysis on Product Complexity and Information Overload" (Working paper, presented at INFORMS 2021)
7. "Multi-armed bandit Cart Recommendation" with Yining Wang, Amy Pan (Working paper)
8. "Comparison of Machine Learning Predictive Models for Antibiotic Sensitivity from Urine Culture in Central Alabama" with Li Qian, Alejandra Palacios (Working paper)

CONFERENCE PRESENTATIONS

1. "The Impact of Organizational Structure and Employee Traits on Peer-Based Internal Evaluation Systems: An Empirical Investigation" with Michael Rivera, Liangfei Qiu, Subodha Kumar, *Americas Conference on Information Systems (AMCIS) 2024*
2. "How to Sell Your Crypto Art? Evidence from Non-fungible Token Art Drops" with Hsing (Kenny) Cheng and Liangfei Qiu, *Pacific Asia Conference on Information Systems (PACIS) 2023*
3. "How to Sell Your Crypto Art? Evidence from Non-fungible Token Art Drops" with Hsing (Kenny) Cheng and Liangfei Qiu, *INFORMS 2022*
4. "Impact of COVID-19 Crisis on Social Commerce: An Empirical Analysis of E-commerce Social

Activities During the Pandemic" with Young Kwark, Donghyuk Shin, Yining Wang, *Conference on Information Systems and Technology (CIST) 2021*

5. "Impact of COVID-19 Crisis on Social Commerce: An Empirical Analysis of E-commerce Social Activities During the Pandemic" with Young Kwark, Donghyuk Shin, Yining Wang, *Decision Sciences Institute (DSI) 2021*
6. "The Impact of Organizational Structure and Employee Traits on Peer-Based Internal Evaluation Systems: An Empirical Investigation" with Michael Rivera, Liangfei Qiu, Subodha Kumar, *INFORMS 2021*
7. "Effect of Recommendation Systems on Customers' path of Purchase" with Anuj Kumar, *Conference on Information Systems and Technology (CIST) 2018*

TEACHING

Auburn University at Montgomery:

1. INFO 3850 AI & Machine Learning (Undergrad Level - Fall 2022, Spring 2023, Fall 2024, Spring 2024)
2. INFO 6970 AI & Machine Learning (Grad Level - Spring 2023, Fall 2024)
3. INFO 6410 Information Security (Spring 2023, Fall 2024, Spring 2024)
4. INFO 6250 Information Resource Management (Summer 2023, Summer 2024)
5. INFO 3700 Data Communication (Spring 2023)
6. INFO 3560 Database Systems (Fall 2022)
7. INFO 3070 Management Systems, Technology, and Data (Fall 2022)

University of Florida:

1. ISM 4330 Information Systems and Operations Strategy (Spring and Fall 2020, Spring 2021)
2. ISM6485- Operations & IT Strategy (Fall 2021)
3. ISM 6405- Business Intelligence (Fall 2020)

ACADEMIC SERVICE

Organizing Committee & Reviewer, Pacific Asia Conference on Information Systems (PACIS) 2023

Ad Hoc Reviewer, International Conference on Information Systems (ICIS) 2022

Ad Hoc Reviewer, Decision Sciences Institute (DSI) 2021

Ad Hoc Reviewer, Workshop on Information Technologies and Systems (WITS) 2019

Thesis/Dissertation Service:

Thesis Committee, Naa Norley Vanderpuye-Orgle 2024

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS)

Association for Information Systems (AIS)

LANGUAGES & SKILLS

English and Chinese

R, STATA, SQL, MATLAB, Python, TensorFlow, Scikit-Learn, Git, Tableau

Certifications: AWS Business Professional; ITIL® in IT Service Management; IBM Data Science;

NVIDIA Deep Learning; Google Advanced Data Analytics Professional