

## YIFAN REN

Email: [yifan.ren@link.cuhk.edu.hk](mailto:yifan.ren@link.cuhk.edu.hk)

### EDUCATION

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<b>The Chinese University of Hong Kong</b> , Hong Kong SAR	2023-Present
Ph.D. in Management Information Systems, CUHK Business School	
<b>University of Houston</b> , Houston, USA	2021-2022
Ph.D. in Management Information Systems, Bauer College of Business (Quit Due to Family Reason)	
<b>Fordham University</b> , New York, USA	2019-2021
M.S. at Dept. of Information, Technology, and Operations, Gabelli School of Business	
<b>Wuhan University</b> , Wuhan, China	2015-2019
B.A. at Experimental Class of Humanities Sciences; Minor in Marketing	

### CONFERENCE PAPER

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**Yifan Ren**, Qiyu Dai, "Text Beyond Text: How Short Videos' Sentiment Impact Stock Market."

- INFORMS Annual Meeting (INFORMS Annual Meeting 2024)

Xunyi Wang, Reza Mousavi, Yili Hong, **Yifan Ren**. "The Unintended Consequences of Stay-at-Home Policies on Work Outcomes: The Impacts of Lockdown Orders on Content Creation."

- Best Paper Nomination, Conference on Information Systems and Technology (CIST 2021)

**Yifan Ren**, Yilu Zhou, Heng Xu. "Fad, Fashion or Classic? Comprehend Fashion Life Cycle on Social Media."

- International Conference on Information Systems (ICIS 2020)

### WORK IN OTHER DISCIPLINES

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**Yifan Ren**, Gary Weiss. 2020. "A Comparison of Important Features for Predicting Polish and Chinese Corporate Bankruptcies," in *Proceedings of the 16<sup>th</sup> International Conference on Data Science (ICDATA)*, Las Vegas, NV: American Council on Science and Education.

### TEACHING EXPERIENCE

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#### Teaching Assistant

• DSME 6788 Cyber Security, The Chinese University of Hong Kong	Fall 2023
• BUSI 2305: Business Statistics, University of Houston	Fall 2022, Spring 2022
• BYGB 7977: Text Analytics, Fordham University	Spring 2021
• BPHD 9031: Machine Learning & Text Mining (PhD-level), Fordham University	Spring 2020

### HONORS AND AWARDS

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- 2023-2027: CUHK Postgraduate Studentship, The Chinese University of Hong Kong
- 2021-2022: UH Presidential Fellowship, University of Houston
- 2021- 2022: Bauer PhD Program Fellowship, University of Houston
- 2019-2020: Dean's Scholarship, Fordham University
- 2015: Scholarship for Outstanding Freshman in Basic Subjects, Wuhan University

## **COMMUNITY ACTIVITY**

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### **Ad-hoc Reviewer**

- Journal(s): Electronic Commerce Research (ECR)
- Conference(s): International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), Decision Sciences Institute (DSI) Annual Conference, Hawaii International Conference on System Sciences (HICSS)

## **WORK EXPERIENCE**

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2019/4 – 2019/7 Product & Data Analyst, Bytedance Inc., Beijing, China

## **SKILLS**

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Programming: Python (Advanced), SQL/HiveQL (Advanced), JAVA (Intermediate), Solidity (Entry)

Language: Mandarin (Native), English (Advanced), Cantonese (Entry)

## **PERSONAL**

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Married; One Child (Dezhao 德昭, 2024); Paradox Interactive Enthusiast (1000+ hours); Amateur Astrologer