Fang Yin

Senior Instructor I, Operations and Business Analytics Dept.
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EDUCATION

Doctor of Philosophy (MIS), 2002
University of Texas at Austin
Bachelor of Arts (Management), 1992
Peking (Beijing) University, China

TEACHING INTERESTS

Information systems; electronic business; operations management; application development; business analytics

RESEARCH INTERESTS

Electronic commerce; business value of IT; IS economics

WORK EXPERIENCE

2016 – present, Senior Instructor I, Operations & Business Analytics Department, Lundquist College of Business, University of Oregon
2008 - 2016 Instructor, Operations & Business Analytics Department, Lundquist College of Business, University of Oregon
2002-2008 Assistant Professor, Department of Operations and Information Management, University of Connecticut
2000-2001 Assistant Instructor, Department of Management Science & Information Systems, University of Texas at Austin

JOURNAL PUBLICATIONS

1. "Value and Productivity in the Internet Economy," with A. Barua and A. B. Whinston, in *IEEE Computer*, Vol. 33(5), pp. 102-105, May 2000.
2. "Making E-Business Pay: Eight Key Drivers for Operational Success," with A. Barua, P. Konana, and A. B. Whinston, *IEEE IT Professional*, Vol. 2(6), Nov | Dec 2000, pp. 22-30.
3. "Measures for E-Business Value Assessment," with A. Barua, P. Konana, and A. B. Whinston, *IEEE IT Professional*, Jan | Feb 2001, Vol. 3(1), pp. 47-51.
4. "Driving E-Business Excellence," with A. Barua, P. Konana, and A. B. Whinston, *Sloan Management Review*, Vol. 34(1), Fall 2001, pp. 36-44.
5. "An Empirical Investigation of Net-Enabled Business Value," with A. Barua, P. Konana, and A. B. Whinston, *MIS Quarterly*, Vol. 28(4), Dec. 2004, pp. 585-620.
6. "From Fatwallet to Ebay: An Investigation of Online Deal Forums and Sales

Promotions," with Ram Gopal, Bhavik Pathak and Arvind Tripathi, *Journal of Retailing*, Vol. 82(2), summer 2006, pp.155 – 164.

7. "Shopbot Design with Bundle Promotions and Procurements," with Rob Garfinkel, Ram Gopal, and Arvind Tripathi, *Decision Support Systems*, Vol.42(3), 2006, pp.1974-1986.

8. "Shopbot 2.0: Integrating Recommender Systems and Sales Promotions with Comparison Shopping," with Rob Garfinkel, Ram Gopal, and Bhavik Pathak, *Decision Support Systems*, Vol.46(1), Dec. 2008, pp.61-69.

9. "Empirical Analysis of the Impact of Recommender Systems on Sales", with Rob Garfinkel, Ram Gopal, Bhavik Pathak, and Rajkumar Venkatesan, *Journal of MIS*, Vol.27(2), Fall 2010, pp.159-188.

CONFERENCE PRESENTATIONS

10. "Design of a Bundle Shopbot," Workshop on Information Technology and Systems, Washington, DC, 2004.

11. "Investigation of Buy-It-Now Auctions on eBay," Workshop on e-Business, Montreal, 2007.

SPECIAL AWARDS and HONORS

Summer research award (U. of Connecticut, OPIM Dept., 2006)

PROFESSIONAL SERVICES and ACTIVITIES

Department level
  University of Connecticut, OPIM Dept.
    PhD recruiting committee, 2004 - 2008
    Undergraduate curriculum committee, 2004 – 2008
  University of Oregon, OBA Dept.
    Course coordinator, OBA 335 Operations Management
    Faculty advisor, OBA club, 2008 - present
College level
  University of Oregon, Lundquist College of Business
    Master's program curriculum committee, 2008 – 2009 academic year
    OBA club, faculty advisor, 2008 - present
    Core Course Coordinator Committee, 2018 – 2019, 2021-2023
    NTTF Personnel Committee, 2018 – 2019
    Undergraduate Curriculum Committee, 2023-2025
University level
  University of Oregon
    Continuous Improvement and Evaluation of Teaching (CIET), 2021-2023
    Instructional and Administrative Content Accessibility Advisory Committee
    (IACA2C), 2022 - present
Outside of university
  Associate Editor: Decision Support Systems, Jul. 2014 - present
  Program committee member (main responsibility is reviewing of papers):

4th China Summer Workshop on Information Management, Jun. 19-20, 2010, Wuhan, China. (Reviewed papers but didn't attend)

6th China Summer Workshop on Information Management, Jun. 29 – Jul. 1, 2012, Beijing, China. (Reviewed papers but didn't attend)

7th China Summer Workshop on Information Management, Jun. 29 – 30, 2013, Tianjian, China. (Reviewed papers but didn't attend)

8th China Summer Workshop on Information Management, Jun. 21 – 22, 2014, Chengdu, China. (Reviewed papers but didn't attend)

Conference on Information Systems and Technology, Nov. 8-9, 2014, San Francisco. (Reviewed papers but didn't attend)

24th Workshop on Information Technologies and Systems, Dec. 17-19, 2014, Auckland, New Zealand. (Reviewed papers but didn't attend)

9th China Summer Workshop on Information Management, Jun. 27 – 28, 2015, Hefei, China. (Reviewed papers but didn't attend)

10th China Summer Workshop on Information Management, Jun. 25 – 26, 2016, Dalian, China.

11th China Summer Workshop on Information Management, Jun. 24 – 25, 2017, Nanjing, China.

12th China Summer Workshop on Information Management, Jun. 23 – 24, 2018, Qingdao, China.

13th China Summer Workshop on Information Management, Jun. 29 – 30, 2019, Shenzhen, China.

Reviewer of papers (not listed in program committee)

9th Workshop on eBusiness (part of International Conference on Information Systems), Dec. 11, 2010, St. Louis, MI. (Reviewed papers but didn't attend)

10th Workshop on eBusiness (part of International Conference on Information Systems), Dec. 4, 2011, Shanghai, China. (Reviewed papers but didn't attend)

12th Workshop on eBusiness, Aug. 15, 2013, Chicago, IL. (Reviewed papers but didn't attend)

13th Workshop on eBusiness, Dec. 13, 2014, Auckland, New Zealand. (Reviewed papers and attended workshop)

19th Workshop on eBusiness, Dec. 12, 2020. Online.

Session Chair

17th Workshop on eBusiness, Dec. 12, 2018, San Francisco.