

Mingyan Xu

Email: mxu@ut.edu

EDUCATION

Ph.D. Candidate (ABD), Computer Information Systems **2017 – 2023 (Expected)**
The Graduate Center, Baruch College, City University of New York *New York, NY*

- **Dissertation:** Education Crowdfunding Success: Studies on Information Asymmetry and Information Overload in Online Platforms
- **Committee:** Yuanfeng Cai (Chair), Karl R. Lang, Qiang Gao, Arturo Castellanos
- **Dissertation Fellowship Award**

Master of Science, Statistics **August 2013 – May 2015**
College of Agriculture and Natural Resources, University of Delaware *Newark, DE*

Bachelor of Economics, Statistics **September 2009 – June 2013**
College of Economics and Management, Beijing Forestry University *Beijing, China*

RESEARCH INTERESTS

Topics - Digital Market, Online Crowdfunding, Recommender Systems, Education Equality

Methodologies – Predictive Modeling, Causal Inference, Text Mining, Recommendation Algorithms

PUBLICATIONS

Xu, Mingyan and Cai, Yuanfeng, "Who to donate to? A Recommender Model for Donation-based Crowdfunding" (2021). *AMCIS 2021 Proceedings*. 14.

Xu, Mingyan and Cai, Yuanfeng, "Attributes and Actions: A Signaling Examination on the Determinants of Crowdfunding Success" (2021). *AMCIS 2021 Proceedings*. 6.

- *Best AMCIS 2021 Complete Top 25% Papers*

RESEARCH PRESENTATIONS

Xu, Mingyan and Cai, Yuanfeng. "Does Match Matter? The Dynamics of Lead Donor Match Offer Effects on Donation-Based Crowdfunding Success." *Decision Science Institute (DSI) Southeast Conference, Jacksonville, FL, 2022*

Xu, Mingyan and Cai, Yuanfeng. "An Integrated Recommender Model: Recommending Fundraisers to Donors in Online Donation-based Crowdfunding." *Decision Science Institute (DSI) Southeast Conference, Jacksonville, FL, 2022*

Xu, Mingyan and Cai, Yuanfeng. "Who to donate to? A Recommender Model for Donation-based Crowdfunding." *The 27th annual Americas Conference on Information Systems (AMCIS), online, 2021*

Xu, Mingyan and Cai, Yuanfeng. "Attributes and Actions: A Signaling Examination on the Determinants of Crowdfunding Success." *The 27th annual Americas Conference on Information Systems (AMCIS), online, 2021*

Xu, Mingyan and Cai, Yuanfeng. "Crowdfunding Strategically: A Signaling Examination on the Determinants of Crowdfunding Success." *The Annual Symposium on Data Analytics, Baruch College, CUNY, 2019*

Xu, Mingyan and Cai, Yuanfeng. "Text Analysis for Educational Crowdfunding Success: Comparison Between Different Textual Components." *INFORMS 2018 Annual Meeting, Phoenix, AZ, 2018*

TEACHING EXPERIENCES

CIS 2300, Programming and Computational Thinking (in Python)

Lecturer, In-Person, Undergraduate Course. Fall 2021

- Introduced students to fundamental computational concepts (such as abstraction, decomposition, and divide and conquer), basic programming constructs (such as control statements) and data structures.
- Integrated hands-on Python exercises (data manipulation, decision structures, functions, etc.) to support the learning objectives.

CIS 2200, Introduction to Computer Information Systems & Technology (Excel & Access Projects)

Cyber Fellow & Instructor, Online, Undergraduate Module. Fall 2021 & Spring 2022

- Managed and developed content for the online learning platforms in MS Excel and Access for approximate 1,300 students from over 20 classes.
- Conducted training workshops on MS Excel and Access.

CIS 2200, Introduction to Computer Information Systems & Technology

Lecturer, In-Person & Online, Undergraduate Course. Fall 2018, 2019, 2020

- Lectured on IT and its business implications for individuals, organizations, and society. Topics included business intelligence, project management, IT innovations, and etc.
- Trained students in MS Excel and Access with individual and group projects.

PROFESSIONAL SERVICE

Reviewer

- ICIS, the International Conference on Information Systems 2020 & 2021 & 2022
- HICSS, the Hawaii International Conference on System Sciences 2020 & 2021 & 2022
- AMCIS, the Americas Conference on Information Systems 2020 & 2021

Academic Service

- IT Cyber Fellow, CIS 2200, Baruch College, CUNY Fall 2021 & Spring 2022

Membership at Association for Information Systems (AIS) 2017 – Present

TECHNICAL SKILLS

Computational Programming:

- **Python** (numpy, pandas, scikit-learn, nltk, scipy, etc.) | **R** (inference, regressions, visualization)

Database Management:

- **Relational Database** (MS Access, SQL) | **Non-Relational Database** (NoSQL)

Business Analytics:

- **MS Excel** (Macros, Functions, Goal Seek, Solver, VBA, pivot tables, etc.)

AWARDS AND GRANTS

Graduate Center Fellowship, CUNY, The Graduate Center, 2017 – 2022, Full tuition & Living stipend

Dissertation Year Fellowship, CUNY, The Graduate Center, 2022 – 2023, \$25,000

Student Achievement Award, Helen Mills and Gary Tannenbaum Fund, 2022, \$2,000

Travel Grant, CUNY, Baruch College, 2018 & 2022

REFERENCES

Yuanfeng Cai, Ph.D., Yuanfeng.Cai@baruch.cuny.edu (646.312.3152)

Associate Professor, Paul H. Chook Department of Information Systems and Statistics. Baruch College, City University of New York

Karl R. Lang, Ph.D., Karl.Lang@baruch.cuny.edu (646.312.3370)

Professor, Paul H. Chook Department of Information Systems and Statistics. Executive Officer of the PhD Program in Business. Baruch College, City University of New York