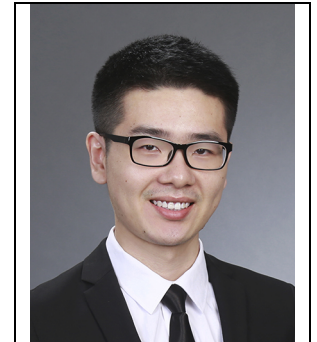


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**Education**

PhD, University of Rochester, United States of America, 2021

Bachelor of Science, Tianjin University, China, 2015

**Academic Appointments**

Assistant Professor of Information Systems, School of Computing and Information Systems, SMU, Jun 2021 - Present

**Awards and Honors**

Best Paper Nominee, 54th HICSS, 2021

Doctoral Consortium, ICIS, 2020

Data Science Center of Excellence Scholar, University of Rochester, 2016-2018

Doctoral Fellowship, Simon Business School, University of Rochester, 2015-2021

National Scholarship, China, 2013

**RESEARCH**

**Research Interests**

Social Media

Customer Service

Healthcare

Economics of IS

## **Publications**

### Conference Proceedings

The value of humanization in customer service, by GAO, Yang; RUI, Huaxia; SUN, Shujing. (2021). 54th Hawaii International Conference on System Sciences HICSS 2021: 5-8 January, Maui: Proceedings, (pp. 5536-5545) Los Alamitos, CA: IEEE Computer Society. <https://doi.ieeecomputersociety.org/10.24251/HICSS.2021.673> (Published)

Chronic customers or increased awareness? The dynamics of social media customer service, by SUN, Shujing; GAO, Yang; RUI, Huaxia. (2021). 54th Hawaii International Conference on System Sciences HICSS 2021: 5-8 January, Maui: Proceedings, (pp. 6525-6534) Los Alamitos, CA: IEEE Computer Society. <https://doi.ieeecomputersociety.org/10.24251/HICSS.2021.785> (Published)

Business practice of social media – Platform and customer service adoption, by SUN, Shujing; GAO, Yang; RUI, Huaxia. (2020). Proceedings of International Conference on Information Systems 2020 (ICIS 2020) ; India, Dec 13-16, 2020., Virtual conference: (Published)

Adapt to changes or not? The mediating effect of individual adaptability between social media and task performance, by GAO, Yang; ZHANG, Xi; CHEN, Aihui; SUN, Yongqiang; ZHANG, Renyu. (2016). 49th Hawaii International Conference on System Sciences HICSS 2016: 5-8 January, Kauai: Proceedings, (pp. 2126-2135) Los Alamitos, CA: IEEE Computer Society. <https://doi.ieeecomputersociety.org/10.1109/HICSS.2016.269> (Published)

### Conference Papers

The value of humanization in customer service, by GAO, Yang; RUI, Huaxia; SUN, Shujing. (2020). Conference on Information Systems and Technology CIST 2020, November 7-8, Virtual Conference. (Presented)

The value of humanization in customer service, by GAO, Yang; RUI, Huaxia; SUN, Shujing. (2020). INFORMS Annual Meeting 2020, November 8-11, Virtual Conference. (Presented)

Does social media speed up product recalls? Evidence from the pharmaceutical industry, by GAO, Yang; Wenjing (Wendy), Duan; RUI, Huaxia. (2019). Conference on Health IT and Analytics CHITA 2019, November 15-16, Washington, DC. (Presented)

Does social media speed up product recalls? Evidence from the pharmaceutical industry, by GAO, Yang; Wenjing (Wendy), Duan; RUI, Huaxia. (2019). INFORMS Annual Meeting 2019, October 20-23, Seattle, WA. (Presented)

Does social media speed up product recalls? Evidence from the pharmaceutical industry, by GAO, Yang; Wenjing (Wendy), Duan; RUI, Huaxia. (2019). Conference on Information Systems and Technology CIST 2019, October 19-20, Seattle, WA. (Presented)

## **TEACHING**

### **Courses Taught**

Singapore Management University

Undergraduate Programmes:

Analytics Foundations

Text Mining and Language Processing

## **EXTERNAL SERVICE – PROFESSIONAL**

Reviewer Conference Paper, International Conference on Information System (ICIS), 2017 & 2020  
Reviewer Conference Paper, Hawaii International Conference on System and Sciences (HICSS), 2017 & 2020