Carnegie Mellon

BAOJIANG (Chris) YANG
Email: baojiany@andrew.cmu.edu
Tel: +01 (267)-772-2226
Address: Wean 3705, Carnegie Mellon University
5000 Forbes Ave. Pittsburgh, PA, 15213
Personal Website: www.andrew.cmu.edu/~baojiany/

Dear Mr. Healy and NBER,

Greetings from Pittsburgh. My name is Baojiang (Chris) Yang. I'm writing to apply for an opportunity to attend the NBER Digitization Tutorial at Stanford in March 2017. I sincerely appreciate your evaluation and consideration.

Currently I'm a PhD student at Department of Engineering and Public Policy from both Carnegie Mellon University and University of Lisbon under the CMU-Portugal Dual-PhD program. I also serve as a graduate researcher in iLab at Heinz College, CMU. My focus of study centers around the broad areas of Management Information System, Statistical Economical Modeling, and Applied Economics. I passed my PhD qualifier exam in the year of 2014 and currently in the 5th year of my PhD study.

I also hold a Master's degree in Electrical Engineering and Computer Science from Northwestern University and a Bachelor's degree in Electrical Engineering from Shanghai Jiaotong University, China.

Coursework
Following is a brief summary of selected coursework (offering colleges in bracket) that I have pursued during graduate study:

- Micro-economics (Heinz College);
- Econometrics I (Heinz College);
- Econometrics II (Heinz College);
- Econometrics III (Heinz College);
- PhD seminar on Digitization Economy (Heinz College);
- Game Theory and Economics Modeling (Catolica-Lisbon, Portugal);
- PhD Managerial Economics (Kellogg, Northwestern);
- Statistical Machine Learning (Statistics & Computer Science);
- Large Scale Data Analytics (Machine Learning, Heinz);
- Intermediate Statistics (Machine Learning, Statistics);
- Nonlinear Optimization (Engineering);
- Telecommunication Policy (Engineering);
- Quantitative Research Method (Engineering);
- Random Process I & II (Engineering);
- Statistics (Engineering);
- Adaptive Filter (Engineering);

- Algorithms (Engineering);
- Wireless Communication (Engineering);
- Digital Signal Processing (Engineering)

Research

My general research interest involves big data analytics in the broad field of digital economy, specifically in areas such as media consumption in social environment and telecommunication policy. I'm interested in developing quantitative methods that leverage rich data to gain deeper understanding on behaviors of various business factors, and insights on firm decision making and public policy interventions.

Specifically, in one of my current research projects I focus on modeling consumer's digital shopping journey with observational learning in a social environment. Specifically, I developed a dynamic structural model to evaluate how consumers combine social signals from the crowds and friends as a function of which stage they are in the search-purchase conversion funnel. This work has potential to inspire practitioners to dynamically attribute social signals to guide consumer shopping. Related work has been (or will be) presented *at 2016 Conference on Information Systems and Technology (CIST)* in Nashville, and *2016 Workshop on Information Systems and Economics (WISE) at Dublin, Ireland.*

Another research project focuses on modeling and empirically measuring how consumer surplus, firm profits and welfare change in household-based telecommunication services, when the lock-in period associated to service contracts change from the status quo. With policy simulations I also discuss the potential effects that may arise if providers change current prices to accommodate potential profit loss with shorter lock-in periods. Featured research papers from this project has been presented at *2015 Workshop on Information Technology and System* in Dallas, and the *2016 Annual Workshop in the Economics of Network Industries* in Paris.

I also participated in several industrial data-driven business analytics projects as an external consulting team member for a very large multi-national telecommunication company. Representative work includes designing and implementing a large scale randomized field experiment to test the value of social information in movie recommender systems, fast data warehousing using Hadoop and Hive, etc.

I sincerely appreciate you taking the time evaluating my application. Should you need more information please let me know at baojiany@andrew.cmu.edu. Thank you for your valuable time and consideration!

Best,
Baojiang (Chris) Yang

11/17/2016