Yi Zhang

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Education

2010-2016 (Expected) Heinz College, Carnegie Mellon University   Pittsburgh, PA
Ph.D. in Information Systems
Research Area: Economics of Information Systems, Marketing of Digital Goods, Piracy and Innovation

2009-2010 School of Software and Microelectronics, Peking University   Beijing, China
BS in Software Engineering

2005-2009 School of Management, Dalian University of Technology   Dalian, China
Major: BS in Information Systems
Minor: BS in Mathematics

Course Work

Selected Courses in Economics/Information Systems/Marketing

*PhD in Microeconomics, Introduction to Econometric Theory, Advance Data Analysis, Game Theory ,
Econometric Theory and Methods, Bayesian Statistics in Marketing, Analytical Structural Marketing
Model, Research Seminars in Information Systems, Dynamic Structural Models in Marketing &
Economics*

Selected Courses in Statistics/Machine Learning

*Intermediate Statistics, Regression Analysis, Time Series Analysis, Applied Bayesian Method,
Applied Continuous Multivariate Analysis, Applied Multivariate& Hierarchical Model, Statistical
Theory for Social and Policy Research, Machine Learning, Applied Machine Learning*

Teaching Experience

Instructor:

Master Level: *Applied Econometrics I*
Master Level: *Advanced Business Analytics*

Teaching Assistant:

PhD Level: *Econometrics Theory and Analysis*

Master Level: *Economics Analysis (Head TA), Telecommunication Management (Head TA), Information Security Risk Policy & Management (Head TA), Advanced Business Analytics (Head TA), Statistics for IT Managers (Head TA), Digital Transformation, Interactive Marketing, Introduction to Information Security*

Undergraduate Level: *Innovation in Digital Age*

Research Interests

My research focuses on learning the economics of digitization and marketing of digital products using both empirical modeling and analytical modeling. I have been doing research on measuring social welfare of digitization of out-of-print books, impact of piracy on the adoption of technology innovation and welfare, impact on piracy from digitization of movies on iTunes, diffusion of streaming music channel, and substitution between free and paid channels in the streaming music market. I have been working closely with my advisers Rahul Telang, Michael D Smith, Vibhanshu Abhishek, all professors of information systems at Carnegie Mellon University.

Papers

Michael D Smith and Rahul Telang and Yi Zhang, Analysis of the Potential Market for Out-of-Print eBooks. Available at SSRN: *http://ssrn.com/abstract=2141422*

Media Mention: *Dow Jones MarketWatch, [http://www.marketwatch.com/story/can-amazon-turn-out-of- print-books-into-gold-2012-09-20-181032852](http://www.marketwatch.com/story/can-amazon-turn-out-of-print-books-into-gold-2012-09-20-181032852)*

Vibhanshu Abhishek and Rahul Telang and Yi Zhang, Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry.

Available at SSRN: *http://papers.ssrn.com/abstract_id=2497691*

Conferences presented: *Marketing Science 2014, Conference of Information Systems and Technology (CIST) 2014, Workshop on Information Systems Economics (WISE) 2014*

Ongoing Projects

Impact from digital release on iTunes on piracy and digital sales prediction using piracy data. (Collaborative work with Michael D. Smith, Rahul Telang, and Warner Brothers)

Diffusion of new channel and substitution between paid and free channels in the context of streaming music market (Collaborative work with Michael D. Smith, Rahul Telang, and Warner Music)