

# Yuanyuan Gao

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## EDUCATION

- Ph.D** David Eccles School of Business, University of Utah 2017  
**Major:** Information Systems  
**Minor:** Computer Science
- M.S.** Information Systems and Operation Management, University of Florida 2011
- B.S.** Information Systems Management, University of International Business and Economics  
2009

## RESEARCH INTERESTS

- Domains** Health Information Technology, Cost Sensitive Learning, Social Media Analytics, Digital Marketing
- Methods** Machine Learning, Data Mining, Natural Language Processing, Lab Experiment

## RESEARCH

### **Journal Publication**

Gao, Yuanyuan, Anqi Xu, Paul Jen-Hwa Hu, and Tsang-Hsiang Cheng. "Incorporating association rule networks in feature category-weighted naive Bayes model to support weaning decision making." *Decision Support Systems* 96 (2017): 27-38.

Xiao Fang\*, Yuanyuan Gao\* and Paul Jen-Hwa Hu\*, (These three authors have equal contributions to this project) "A Prescriptive Analytics Method for Cost Reduction in Clinical Decision Making" Accepted at *Management Information Systems Quarterly (MISQ)*, 2019.

### **Conference Papers**

Yuanyuan Gao and Paul Jen-Hwa Hu, "Predicting Medication Prescription Rankings Based on Medication Relationship

Network Extracted from Patient Generated Contents” (December, 2016). *International Conference on Information Systems (ICIS) 2016 Proceedings*

Yuanyuan Gao, Anqi Xu, Paul Jen-Hwa Hu and Tsang-Hsiang Cheng, “Improving Weaning Decision Making with Association Rule Based Category Weighted Naïve Bayes” *INFORMS Conference on Information Systems and Technology (CIST)*, 2016

Xiao Fang\*, Yuanyuan Gao\* and Paul Jen-Hwa Hu\*, “A Prescriptive Analytics Method for Cost Reduction in Clinical Decision Making” *INFORMS*, 2014

Yuanyuan Gao and Paul Jen-Hwa Hu, “Examining Customer Rating Differences of Chain Restaurants: An Aspect-Based Sentiment Analysis” (December, 2018). *International Conference on Information Systems (ICIS) 2018 Proceedings*

Yuanyuan Gao and Paul Jen-Hwa Hu, “What Makes Chain Restaurants’ Rating Diverse?: An Aspect-Based Sentiment Analysis” *49th Annual Meeting of the Decision Sciences Institute (DSI)*, 2018

## **Working Papers**

Yuanyuan Gao and Paul Jen-Hwa Hu, “Medication Prescription Prediction from Patient Reviews” to be submitted to the Journal of Management Information Systems (JMIS), January 2020

Yuanyuan Gao, Paul Jen-Hwa Hu, and Xiao Fang, “Predict Consumable Product Sales Rankings Based on Relationships Extracted from Online Reviews” to be submitted to the European Journal of Information Systems, October 2019

Yuanyuan Gao, Paul Jen-Hwa Hu, “Online Video Advertisement: How Do Placement, Temporal and Control Design Affect User’s Perceived Negative Feelings and Information Recall” to be submitted to the Journal of the AIS, December 2019

Yuanyuan Gao, Paul Jen-Hwa Hu, Xiao Fang, and Olivia Sheng, “What Makes Chain Restaurants' Rating Different: Aspect-based Sentiment Analysis” to be submitted to Information Systems Research, November 2019

## **TEACHING**

### **Graduate Course**

IS 6482: Data Mining, Lab Assistant (instructor: Olivia Sheng),  
Spring 2016

Data Mining with R Online Tutorial Recorded:

[https://www.youtube.com/watch?v=Ji\\_ljYEmqIA&list=PLv50jo0ZhaDC7TfVCJvNdHKXMote9ANC0](https://www.youtube.com/watch?v=Ji_ljYEmqIA&list=PLv50jo0ZhaDC7TfVCJvNdHKXMote9ANC0)

IS 6850: Text and Opinion Mining, Lab Assistant (instructor:  
Olivia Sheng), Spring 2016

Text Mining with R Online Tutorial Recorded:

[https://www.youtube.com/playlist?list=PLv50jo0ZhaDCGS4FMJrfz\\_j0Wljpt1jkh](https://www.youtube.com/playlist?list=PLv50jo0ZhaDCGS4FMJrfz_j0Wljpt1jkh)

IS 6482: Data Mining, Teaching Assistant (instructor: Rohit  
Aggarwal), Spring 2015 and Spring 2014

### **Undergraduate Course**

Computer Essentials, Instructor, Fall 2015

Overall Teaching Effective: 5.22/6

Business Data Mining, Instructor, Spring 2017

Overall Teaching Effective: 5.23/6

Social Media and Text Mining, Instructor, Fall 2017

Overall Teaching Effective: 4.6/5

Statistics for Business and Economics II, Instructor, Fall 2017

Overall Teaching Effective: 4.56/5

Business Data Mining, Instructor, Spring 2018

Overall Teaching Effective: 4.87/5

Data Management and Big Data, Instructor, Fall 2018

Overall Teaching Effective: 4.76/5

Advanced Business Analytics, Instructor, Spring 2019

Overall Teaching Effective: 5/5

### **Training**

Effective Teaching, completed in May 2013

## **PROFESSIONAL ASSOCIATIONS**

Association for Information Systems (AIS), member

The Institute for Operations Research and the Management Sciences (INFORMS), member

## **ACADEMIC/PROFESSIONAL EMPLOYMENT**

Data Analyst at Department of Information Technology of China Post Group	2007-2008
Database administrator at Sino-Foreign Trade and Economic Cooperation Network of Ministry of Commerce of the PRC	2008
Interpreter at China Science and Technology Museum	2008
Teaching Assistant at University of Florida	2010-2011
Teaching Assistant, Research Assistant and Instructor at University of Utah	2012-2017
Assistant Professor at State University of New York	2017-2019
Assistant Professor at California State University, East Bay	2019-present

## **COMPUTER EXPERIENCE**

**Language:** C, C#, Java, Python, VB, VB.net, XML, R, MATLAB, SAS, SQL, ASP

**Systems:** Windows, OS X, Linux, UNIX

**Software:** SPSS, Excel, Access, Photoshop, SQL SERVER, ERP