new faculty

Bin Zhang
Assistant Professor of MIS
Ph.D., Carnegie Mellon University 2012

After earning his undergraduate degree in computer science in his native China, Bin Zhang worked for an international bank as an information systems engineer. "I thought that the efficiency of using information technology to improve organizations' performance was surprisingly low, and that the bottleneck was on the technical side." He came to the U.S. to finish his graduate studies and realized that the bottleneck on organizational performance was actually on the managerial side. "We need to have administrators who know how to best use technology for specific processes," he said. His research focuses on large network analysis, particularly social networks. One recent paper looks at content creation on YouTube. "All of the social media platforms are interested in monetization," he said. On YouTube, that takes the form of advertising. "What I looked at was how to use social influence to affect upload rates." By breaking down the types of social influence friends have on each other and predicting behavior, Zhang documents mechanisms for YouTube to incentivize content creation. "Peer influence can definitely play a role in revenue generation for companies," he said.

Junming Yin
Assistant Professor of MIS
Ph.D., University of California – Berkeley, 2011

"I was trained as both a statistician and a computer engineer," said Junming Yin. His expertise is data analytics. "I've worked with different types of data, including ones from biological science as well as social science; there are underlying principles in conducting data analysis." Yin comes to Eller from Carnegie Mellon University's school of computer science, where he held a Lane post-doctoral fellowship. "The Eller MIS department has a reputation for being very technical and interdisciplinary, and I look forward to applying my skills to business analytics," he said. Some of his recent work focuses on uncovering the overlapping community structure of large-scale networks in nature and society. He and his coauthors have developed an efficient computational algorithm to analyze networks of a million nodes within just a few hours on a multi-core computer. "If you can figure out the common interests of individuals in a few top communities, you could use that information for identifying new products and advertising opportunities, and more," he said.

faculty promotions & notes

Hsinchun Chen, Regents’ Professor and Thomas R. Brown Chair in Management and Technology, has been appointed program director of the National Science Foundation’s Smart and Connected Health Program. In that role, he will coordinate over ten program directors and 100 current research projects, overseeing $100 million in program funding.

DEPARTMENT OF MANAGEMENT INFORMATION SYSTEMS

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