Yi Zhang

Yz3558@columbia.edu

**EDUCATION**

Ph.D. in Information Systems 2019 (Expected)

Carnegie Mellon University

Research Area: Economics of Information Systems, Marketing of Digital Goods, Piracy and Innovation

B.S. in Software Engineering 2010

Peking University

B.S. in Information Systems 2009

Dalian University of Technology

Minor: Applied Mathematics

**Working experience**

Associate in Discipline 2008-2019

IEOR, Columbia University

**TEACHING EXPERIENCE**

IEOR, Columbia University

Instructor - Simulation IEOR 4404 (Graduate) Fall 2018, Spring 2019

Instructor - Simulation Systems and Analysis IEOR 3404 (Undergraduate) Spring 2019

Instructor - Foundations of Data Science ORCA 2500 (Undergraduate) Fall 2018

Instructor - Foundations of Data Science ORCA 4500 (Graduate) Fall 2018

Heinz College, Carnegie Mellon University

Instructor - Advanced Business Analytics (Graduate, Distance Section) 2015-2017

Instructor - Applied Econometrics I (Graduate) 2013-2014

Teaching Assistant - Advanced Business Analytics (Graduate) 2015-2017

Teaching Assistant - Information Security Risk Policy & Management (Graduate) 2012-2017

Teaching Assistant - Statistics for IT Managers (Graduate) 2014-2017

Teaching Assistant - Economic Analysis (Graduate) 2014-2015

Teaching Assistant - Innovation in Digital Age (Undergraduate) 2013-2015

Teaching Assistant - Interactive Marketing (Graduate) 2013-2014

Teaching Assistant - Digital Transformation (Graduate) 2013

Teaching Assistant - Telecommunication Management (Graduate) 2011-2013

Teaching Assistant - Econometric Theory and Methods (Graduate) 2012

Teaching Assistant - Introduction to Information Security Management (Graduate) 2012

**pedagogical Training**

Future Faculty Program 2015-2017

Eberly Center, Carnegie Mellon University

**PUBLICATION**

Michael D. Smith, Rahul Telang & Yi Zhang (2019) I Want You Back: The Interplay Between Legal Availability and Movie Piracy, International Journal of the Economics of Business, 26:1, 199-216,DOI: [10.1080/13571516.2019.1553293](https://doi.org/10.1080/13571516.2019.1553293)

**cONFERENCE Publications**

I Want You Back: An empirical analysis on the interplay between legal availability and movie piracy, with Michael D. Smith and Rahul Telang, USPTO/IJEB Special Issue Conference, 2017.

Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry, with Vibhanshu Abhishek and Rahul Telang, *Workshop* on Information *Systems* and Economics (*WISE*), 2014.

Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry, with Vibhanshu Abhishek and Rahul Telang, Conference on Information Systems and Technology (CIST), 2014.

Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry, with Vibhanshu Abhishek and Rahul Telang, Theory in Economics of Information Systems (TEIS), 2014.

Gone with the Bits: Technology Adoption in the Presence of Piracy, with Vibhanshu Abhishek and Rahul Telang, Marketing Science Conference, 2014.

**Seminars**

Digitization Tutorial, The National Bureau of Economic Research (NBER) 2015-2016

* Attended fully funded Ph.D. camp and participated in roundtable discussions of economics of digitization with NBER members and Ph.D. students.

**wORKING PAPERS**

Effect of Piracy on Adoption of Technological Innovation in the Entertainment Industry, with Vibhanshu Abhishek and Rahul Telang. (Under Revision)

Available at SSRN: [http://papers.ssrn.com/abstract\_id=2497691](http://papers.ssrn.com/abstract_id=2497691%20)

Analysis of the Potential Market for Out-Of-Print eBooks, with Michael D Smith and Rahul Telang.

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>

**SERVICE**

Columbia IEOR MSOR application reviewer 2019

Columbia DSI MSDS application reviewer 2019

Columbia IEOR BS curriculum committee 2019

**AWARDS**

Outstanding Teaching Assistant Award 2017

School of Information Systems and Management, Carnegie Mellon University