Yu ZHU

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ACADEMIC APPOINTMENS

2024-present	Lerner College of Business and Economics, **University of Delaware** Assistant Professor of Management Information Systems

AREAS OF INTEREST

Research — Intersections of Information Systems, Finance, Business Analytics, and Deep Learning, with a focus on integrating business domain knowledge into Artificial Intelligence (AI) methods.

Methodology — Natural Language Processing, Multi-task learning, Deep Learning, Causal Inference

EDUCATION

2018 - 2024	**University of Utah,** Salt Lake City, Utah	Information Systems	Ph.D.
2013 - 2018	**Zhejiang University,** Hangzhou, China	Finance	Ph.D.
2011 - 2013	**Zhejiang University,** Hangzhou, China	Finance	M.A.
2007 - 2011	**East China Normal University**, Shanghai, China	Economics	B.A.

PAPER UNDER REVIEW

Yu Zhu, Xiao Liu, Olivia R. Liu Sheng, *"Post-Earnings-Announcement Drift Prediction: Leveraging Post-event Investor Responses with Multi-task Learning."*
Major revision from *Information Systems Research* (In preparation for a 3rd round review)

WORK IN PROCESS

"*Solid Growth Potential or Pie in the Sky? The Distribution of Managerial Tone Towards Time"* (dissertation essay), preliminary results yielded

"Asset Pricing with a Heterogeneous Information Network of High-frequency Business Events" (dissertation essay), data collection completed

	Amrita Dey, Tianfu Gu, Yu Zhu, Stephen J. Carson, *“Image Concreteness and Image-Text Information Fit in Multimedia Digital Marketing: An Empirical Examination of Crowdfunding Success,”* manuscript prepared.

PREVIOUSLY PUBLISHED RESEARCH IN FINANCE

2021	Xuejun Jin, Rui Li, Yu Zhu, *“Could Social Interaction Reduce the Disposition Effect? Evidence from Retail Investors in a Directed Social Trading Network,” PloS One* (Impact Factor 3.7)
2020	Tengyuan Cheng, Xiaolan Yang, Yu Zhu, *“How the Individual Investors Took on Big Data: The Effect of Panic from The Internet Stock Message Boards on Stock Price Crash,” Pacific-Basin Finance Journal* (Impact Factor 4.6)
2019	Xuejun Jin, Yu Zhu, Ying Huang, *“Losing by Learning: A Study of Social Trading Platform,” Finance Research Letters* (Impact Factor 10.4)
2018	Ying Huang, Juan Yao, Yu Zhu, *“Thriving in a Disrupted Market: A Study of Chinese Hedge Fund Performance,” Pacific-Basin Finance Journal* (Impact Factor 4.6)

CONFERENCE PRESENTATIONS

2023 October	INFORMS Flash Talk, *“Leverage Future Information in Finance Market Prediction with Multi-task Learning.”*
2021 November	INFORMS Workshop on Data Science, Online, “*Peek into the Future: Predict Market Response to Earnings Calls with Multi-task Learning” (peer-reviewed).*
2020 July	AMCIS 2020 Doctoral Consortium. Online.
2019 January	Winter Conference on Business Analytics, Salt Lake City, “*Read Like an Expert: A Deep Learning Approach to Decomposing Information in Earnings Conference Calls” (peer-reviewed).*

TEACHING EXPERIENCE

2023 Fall	**Guest Speaker**, *“Post-Earnings-Announcement Drift Prediction: Leveraging Post-event Investor Responses with Multi-task Learning,”* presented to the CIS 791 Research Method Course, Arizona State University, online.
2022 Spring	**Instructor**, David Eccles School of Business, University of Utah “Data Mining” (master level)
2022 Fall	**Teaching Assistant**, David Eccles School of Business, University of Utah “Advanced Data Mining” (master level)
2015 - 2017	**Instructor,** Zhejiang University

	"Special Topics on Finance" (master level). Deliver lectures on social network analysis, sentiment analysis, social trading platforms, and machine learning.
2015 - 2018	**Teaching Assistant,** Zhejiang University
	"Advanced Macroeconomics" (undergraduate level).

PROFESSIONAL SERVICES

2019-2023	Reviewer of ICIS 2023, 2022, 2021, 2019
2023	Volunteer at INFORMS ISS Paper Development Workshop
2022	Reviewer of CIST 2022
2021	Reviewer of PACIS 2021
2019 January	Volunteer at Winter Conference on Business Analytics, Salt Lake City

Updated: 8/7/2024