

Yiyang Zeng

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Education

UCLA Anderson School of Management

Ph.D. in Strategy, 2025

Dissertation: Essays on Sharing Economy and Platforms

Committee: Chris Poliquin (Co-chair), Mariko Sakakibara (Co-chair), Jennifer Kao, Marvin Lieberman

Columbia University in the City of New York

M.A. in Economics, 2016

The Pennsylvania State University

B.A. in Economics, B.A. in Sociology, with Honors and Distinction, 2014

Academic Appointments

Georgia Institute of Technology, Scheller College of Business

Postdoctoral Fellow, 2025 – Present

Information Technology Management Area

Research

Papers under Revision and Review

1. "A Dark Side of Technology: Estimating the Effect of Online Dating Services on Rape" (solo-authored)
 - **Revise & Resubmit at *Management Science***
2. "Incumbents' Strategic Responses to Gig Disruptors in the Hotel Industry." (first author, with Mariko Sakakibara)
 - **Revise & Resubmit at *Strategy Science***
 - Media mentions: Anderson Review
3. "Navigating Racial Bias in the Sharing Economy: Heterogeneity and Mechanisms" (solo-authored)
 - **Under Review at *Strategic Management Journal***
 - Finalist, SMS Competitive Strategy IG Best Proposal Award for Rigor in Research
 - Nominee, SMS Annual Conference Research Methods Paper Prize
 - Nominee, SMS Annual Conference PhD Paper Prize
 - Media mentions: Anderson Review
4. "The Local Economic Effects of Data Center Entry" (equal authorship, with Daniel Yue)
 - **Under Review at *American Economic Journal: Economic Policy***

Selected Research in Progress

5. "How Suppliers Learn from Customer Reviews: Evidence from Text Analysis using Large Language Models" (with Mariko Sakakibara)
 - In preparation for submission
6. "The Local Politics of Data Center Opposition" (with Daniel Yue)

Published Conference Proceedings

Zeng, Y., & Yue, D. (2026). The Local Economic Effects of AI Data Center Entry. In Academy of Management Proceedings (Accepted).

Zeng, Y. (2025). Navigating Racial Bias in the Sharing Economy: Heterogeneity and Mechanisms. In Academy of Management Proceedings.

Zeng, Y., & Sakakibara, M. (2024). Learning from reviews: The role of text reviews in the sharing economy. In Academy of Management Proceedings.

Zeng, Y., & Sakakibara, M. (2023). Incumbents' Strategic Responses to Gig Disruptors in the Hotel Industry. In Academy of Management Proceedings.

Conference and Seminar Presentations

"The Local Economic Effects of Data Center Entry"

- Academy of Management Annual Meeting, 2026 (scheduled)
- Columbia Management, Analytics, and Data Conference (MAD),** 2026

"How Suppliers Learn from Customer Reviews: Evidence from Text Analysis using Large Language Models"

- Strategic Management Society Annual Conference,** 2026 (scheduled)
- Strategy Science Conference, 2026

"Navigating Racial Bias in the Sharing Economy: Heterogeneity and Mechanisms"

- Racial Equity in Technology Entrepreneurship Workshop, 2025
- Strategic Management Society Annual Conference, 2025
- Academy of Management Annual Meeting, 2025
- Consortium on Competitiveness and Cooperation (CCC), 2024
- UCLA Anderson Strategy Seminar, 2024

"Learning from Reviews: The Role of Textual Reviews in the Sharing Economy"

- Academy of Management Annual Meeting, 2024 (session moderator)
- UCLA Anderson Strategy Seminar, 2024
- Price Center Workshop for Entrepreneurship and Innovation, 2023

"Incumbents' Strategic Responses to Gig Disruptors in the Hotel Industry"

- Wharton Technology and Innovation Conference,** 2024
- Duke Fuqua Strategy Seminar,** 2023
- Strategic Management Society Annual Conference, 2023

- Academy of Management Annual Meeting, 2023
- UCLA Anderson Strategy Seminar, 2022

"Liquidity Access and Worker Performance: Evidence from a Cashout Program"

- UCLA Anderson Strategy Seminar, 2022

"A Dark Side of Technology: Estimating the Effect of Online Dating Services on Rape"

- UCLA Anderson Strategy Seminar, 2021

** denotes presentation by coauthor

Consortia and Workshops

RETE Virtual Workshop, 2025

So-Cal Workshop on Strategy and Organizations, 2025

CCC Doctoral Colloquium, 2024

STR Dissertation Consortium, Academy of Management, 2024

STR Managing Your Dissertation Workshop, Academy of Management, 2024

UCLA Anderson Strategy Conference, 2024

Price Center Workshop in Entrepreneurship and Innovation, 2024

SMS Annual Doctoral Workshop, Strategic Management Society, 2023

STR Doctoral Consortium, Academy of Management, 2023

So-Cal Workshop on Strategy and Organizations, 2023

Price Center Workshop in Entrepreneurship and Innovation, 2023

Research Experience

Research Assistant for Prof. Mariko Sakakibara, UCLA Anderson, 2022 – 2024

Research Assistant for Prof. Marvin Lieberman, UCLA Anderson, 2022 – 2023

Research Assistant for Prof. Jason Greenberg, NYU Stern, 2017 – 2020

Research Assistant for Prof. Corinne Low, Penn Wharton, 2014

Teaching Experience

Instructor Appointments

Georgia Tech, Scheller College of Business

Business Programming using Python (Undergraduate), 2026

Student evaluations: 4.3/5.0 (instructor and course)

Teaching Assistant Appointments

UCLA, Anderson School of Management

Tools and Analysis for Business Strategy (MBA & FEMBA), TA for Prof. Mariko Sakakibara, 2022, 2024

Business Strategy (MBA), TA for Prof. Chris Poliquin and Prof. Jana Gallus, 2024

Business Strategy (EMBA & FEMBA), TA for Prof. Ashvin Gandhi, 2023

General Management (EMBA, FEMBA, & MBA), TA for Prof. Ian Larkin, 2023

Venture Capital Strategy (MBA), TA for Prof. Olav Sorenson, 2022

Business Strategy (FEMBA), TA for Prof. Jennifer Kao, 2020

*** EMBA: Executive MBA; FEMBA: Fully Employed MBA; MBA: Full-time MBA

Penn State, Department of Economics

Money and Banking (Undergraduate), TA for Prof. Adrienne Kearney, 2013

Grants and Fellowships

Price Center for Entrepreneurship and Innovation Research Grant, 2024 – 2025

Dissertation Year Award, UCLA Division of Graduate Education, 2024 – 2025

Price Center for Entrepreneurship and Innovation Research Grant, 2023 – 2024

Doctoral Fellowship, UCLA Anderson, 2019 – 2024

Schreyer Honors College Fellowship, Penn State, 2013

College of the Liberal Arts Research Grant, Penn State, 2013

Referee Services

Ad Hoc Reviewer (Journals)

Information Economics and Policy

Conference Reviewer

Academy of Management Annual Meeting: STR Division, TIM Division

International Conference on Information Systems

Strategic Management Society Annual Conference

Software and Programming

Stata, R, Python, L^AT_EX

Prior Employment and Affiliation

U.S. Census Bureau, Special Sworn Status Researcher, 2018 – 2025

NYU Stern School of Business, Research Associate, 2017 – 2019

Haver Analytics, International Economic Database Manager, 2014 – 2015