

YI ZHANG

Mudd 340, 500 W. 120th Street, New York, NY, 10027

WORKING EXPERIENCE

Senior Lecturer, IEOR Department, SEAS, Columbia University	2025-Now
Lecturer, IEOR Department, SEAS, Columbia University	2018-2025
Student Instructor, Heinz College, Carnegie Mellon University	2012-2018

EDUCATION

Carnegie Mellon University

Ph.D. in Information Systems **2022**

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

Ph.D. Advisors: Rahul Telang, Michael D. Smith, Vibushu Abhishek

Dalian University of Technology

B.S. in Information Systems **2009**

Minor: Applied Mathematics

TEACHING AWARDS

Columbia Presidential Teaching Award, Columbia University, 2023

- Awarded to 5 Faculty members at Columbia per year

SEAS Alumni Association Distinguished Faculty Teaching Award, Columbia University, 2020

- Awarded to 2 Faculty members in Columbia Engineering per year

Outstanding Teaching Assistant Award, Heinz College, Carnegie Mellon University, 2017

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- Awarded to 2 Teaching Assistants at Heinz College per year.

TEACHING GRANTS

Empowering Students Through Project-Based Learning (PBL): Creating a Sustainable and Collaborative Ecosystem, Provost Large Scale Teaching and Learning Grant, Columbia University 2019-2020. **\$16,000**

Data-Driven Decision-Making Modeling and Analytics, Columbia Collaboratory Fellow Grant, Columbia University 2020-2023, **\$100,000**

Adopting Immediate Feedback Assessment Technique (IF-AT) for Computational Subjects, Provost Hybrid Learning Course Redesign and Delivery Project Grant, Columbia University 2019-2020. **\$15,000**

TEACHING HIGHLIGHTS

Faculty Spotlight: Yi Zhang on the Benefits of Adopting Immediate Feedback Assessment Techniques

Teaching Transformations: Yi Zhang

COURSES TAUGHT

- IEOR E4101: Probability, Statistics, and Simulation (Master of Business Analytics Core)
 - Fall 2024, Fall 2025
- IEOR E4100: Statistics and Simulation (Master of Business Analytics Core)
 - Fall 2024
- IEOR E2000: Data Engineering with Python (Undergraduate Core)
 - Spring 2024 , Spring 2025, Spring 2026
 - **New Course Creation**
- IEOR E1000: Frontiers in Operations Research and Data Analytics (Undergraduate Elective)
 - Spring 2021, Spring 2022, Spring 2023, Spring 2024, Spring 2025, Fall 2025, Spring 2026
 - **New Course creation.**
- IEOR E4650: Business Analytics (Undergraduate Core/Master level Elective)
 - Fall 2019, Spring 2020, Fall 2021, Spring 2024
- ORCS E4200: Data-driven Decision Making (Advanced Undergraduate/Master Elective)
 - Fall 2022 (Co-taught with Tony Dear), Fall 2023

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- **New Course creation. Supported by Columbia Collaboratory Fellow Grant.**
- IEOR E2500: Foundations of Data Science (Undergraduate Core)
 - Fall 2018, Spring 2019, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023
- IEOR E3404: Simulation (Undergraduate Core)
 - Spring 2019, Spring 2020, Spring 2021, Spring 2022, Spring 2023, Spring 2025, Spring 2026
- IEOR E4404: Simulation (Master Core)
 - Fall 2018, Spring 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021
- Machine Learning Module: Columbia AI Cert (Executive Program Core)
 - Spring 2022 - Summer 2023
- IEOR E4500: Foundations of Data Science (Master level Elective)
 - Spring 2019
- ENGI E1102: Art of Engineering (Undergraduate level Core)
 - Fall 2020, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2023, Fall 2023, Spring 2023, Fall 2024, Spring 2025, Fall 2025, Spring 2026
 - Contribution: Data Science in Python tutorials for all SEAS first-year students, IEOR department talk and project
- Business Analytics (Executive)
 - Columbia Executive Certificate, worked with Emeritus to record 8 sessions
- IEOR Research Series (Undergraduate)
 - Fall 2022
 - Ran four sessions of research seminars with Erik Balkanski for IEOR undergraduates
- **Student instructor (CMU)**
 - Advanced Business Analytics (MISM-BIDA Core)
 - Applied Econometrics I (MISM Elective)
- **Teaching Assistant (CMU)**
 - Advanced Business Analytics
 - Information Security Risk Policy & Management
 - Statistics for IT Managers
 - Economic Analysis
 - Innovation in the Digital Age
 - Interactive Marketing
 - Digital Transformation
 - Telecommunication Management
 - Econometric Theory and Methods
 - Introduction to Information Security Management

Teaching Evaluations

Semester	Course	Section	Enrollment	Instructor Evaluation	Course Evaluation	Response Rate
Fa 2018	IEOR4404	Sec 001	129	4.25	4.11	87 (67.44%)
	ORCA2500	Sec 001	46	4.67	4.69	42 (91.30%)
Sp 2019	IEOR3404	Sec 001	87	4.80	4.58	50 (57.47%)
	IEOR4404	Sec 001	137	4.65	4.51	99 (72.26%)
	ORCA2500	Sec 001	47	4.43	4.14	21 (44.68%)
Fa 2019	IEOR4404	Sec 001	82	4.27	4.15	48 (58.54%)
	IEOR4650	Sec 001	57	4.59	4.34	41 (71.93%)
		Sec 002	56	4.67	4.50	42 (75.00%)
Sp 2020	IEOR3404	Sec 001	82	No course evaluations in Spring 2020		
	IEOR4404	Sec 001	153			
	IEOR4650	Sec 004	75			
Fa 2020	IEOR4404	Sec 001	73	4.89	4.49	45 (61.64%)
Sp 2021	IEOR1000	Sec 001	17	4.25	4.25	8 (47.06%)
	IEOR3404	Sec 001	88	4.42	4.45	31 (35.23%)
	IEOR4404	Sec 001	83	4.62	4.46	37 (44.58%)
	ORCA2500	Sec 001	51	4.44	4.52	27 (52.94%)
Fa 2021	IEOR4650	Sec 001	89	4.42	4.28	64 (71.91%)
	ORCA2500	Sec 001	38	4.36	4.14	22 (57.89%)
Sp 2022	IEOR1000	Sec 001	56	4.42	4.28	25 (44.64%)
	IEOR3404	Sec 001	63	4.40	4.24	25 (39.68%)
	ORCA2500	Sec 001	61	4.38	4.17	24 (39.34%)
Fa 2022	ORCA2500	Sec 001	53	4.61	4.52	33 (62.26%)
	ORCS4200	Sec 001	20	4.60	4.60	5 (25.00%)

Sp 2023	ORCA2500	Sec 001	75	4.39	4.33	18 (24.00%)
	IEOR3404	Sec 001	65	4.38	4.23	13 (20.00%)
	IEOR1000	Sec 001	49	4.71	4.65	17 (34.69%)
Fa 2023	ORCS4200	Sec 001	18	5.00	4.80	5 (27.78%)
	ORCA2500	Sec 001	51	4.77	4.58	26 (50.98%)
Sp 2024	IEOR4650	Sec 001	28	4.83	4.83	6 (21.43%)
	IEOR4650	Sec 002	21	4.50	4.63	8 (38.10%)
	IEOR2000	Sec 001	28	4.50	4.50	8 (28.57%)
	IEOR1000	Sec 001	30	4.50	4.56	18 (60.00%)
Fa 2024	IEOR4101	Sec 001	108	4.20	4.07	53 (49.07%)
	IEOR4101	Sec 002	78	4.02	3.91	48 (57.69%)
	IEOR4101	Sec 003	96	4.18	4.03	38 (39.58%)
	IEOR4100	Sec 003	11	4.67	4.50	6 (54.55%)
Sp 2025	IEOR3404	Sec 001	78	4.79	4.46	28 (35.90%)
	IEOR1000	Sec 001	40	4.67	4.60	15 (37.50%)
	IEOR2000	Sec 001	50	4.63	4.58	18 (38.00%)
Fa 2025	IEOR4101	Sec 002	129	4.59	4.39	70 (54.26%)
	IEOR4101	Sec 003	108	4.65	4.45	51 (47.22%)
Sp 2026	IEOR3404	Sec 001	76	4.68	4.48	25 (32.89%)
	IEOR1000	Sec 001	59	4.75	4.75	20 (33.90%)
	IEOR2000	Sec 001	61	4.35	4.38	26 (42.62%)

PEDAGOGICAL SERVICE

Columbia University IEO Undergraduate Program

- Columbia IEO Undergraduate Program Co-director (Fall 2025 - Present)
- Director of Columbia IEO Undergraduate Program (Summer 2021 - Fall 2025)
- Columbia IEO Undergraduate Combined Plan Advisor (Spring 2019 - present)
- Columbia IEO Undergraduate Program Co-director (Spring 2019- Summer 2021)

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Columbia Engineering

- IEOR Representative of SEAS Committee on Instruction (Spring 2023 - Present)
- Faculty Lead on AI Exec Program (Spring 2026 - Present)

Columbia IEOR Master Programs

- MSBA/MSE Committee member (Fall 20202 - present)
- MSOR Committee member (Spring 2019- Spring 2022)

Other roles:

- IEOR EdTech and Instructional AI Lead (Spring 2026)

OUTREACH

Data Science: Decoding the Secrets of Data, Columbia Engineering Summer High School Academic Program for Engineers (SHAPE), Summer 2024, Summer 2025, Summer 2026

Columbia Engineering Lecture, Columbia Family Days Lecture, Fall 2023, Fall 2025

Foundations of Data Science - Columbia Engineering Summer High School Academic Program for Engineers (SHAPE), Summer 2023

Columbia Engineering Lecture, Columbia Family Orientation, Fall 2022

PEDAGOGICAL TRAINING

Future Faculty Program

2015-2017

Eberly Center, Carnegie Mellon University

- Participated in 11 teaching seminars and workshops focusing on pedagogical theories, teaching methods, assessment, and diversity.
- Received two teaching observations and follow-up consultations on two courses.
- Worked on a course design project and teaching statement project.

Active Learning Institute

2019-Present

Columbia Center for Teaching and Learning, Columbia University

- Received pedagogical training on active learning.
- Continues to be involved in various CTL events.

JOURNAL PUBLICATIONS

I Want You Back: An empirical analysis on the interplay between legal availability and movie piracy, with Michael D. Smith and Rahul Telang, *International Journal of the Economics of Business* 26.1 (2019): 199-216.

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.

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

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>