

# Junyuan Ke

## Curriculum Vitae

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### EDUCATION

**University of Rochester**, Rochester, NY Sep 2019 – Present  
*Ph.D. student in Information Systems*

**University of Texas at Austin**, Austin, TX Sep 2018 - May 2019  
*Ph.D. student in Information Systems (transferred out)*

**Emory University**, Atlanta, GA Sep 2014 - May 2018  
*B.S. in Computer Science*  
*B.A. in Economics & Mathematics*

### RESEARCH INTERESTS

- Textual analysis on social media customer service
- Big data healthcare analytics
- Online labor sourcing and venture capital marketing
- IT ecosystems and platform competition

### SELECT COURSEWORK

#### **Graduate Level:**

Adv. Causal Infr & Machine Learning	Stat Speech & Lang Processing	Econometrics
Research Topics in IS(I&II)	Thor/Prob & Stoc Proc(I&II)	Math Statistics for App.
Advanced Topics in IS & OM	Research Topics in Marketing	Discrete Choice Model
Optimization	Decision Support Systems	Intro to E-commerce
Microeconomics	Game Theory	Predictive Analytics

#### **Undergraduate Level:**

Artificial Intelligence	Data Mining	Database Systems
Econometrics	Statistical Methods	Theory of Computing
Financial Economics	Financial Accounting	Managerial Economics

### PUBLICATIONS

1. "PIVET: A Scaled Phenotype Evidence Generation Framework using Online Medical Literature" (with J. Henderson, J. Ho, B. Wallace and J. Ghosh). **Journal of Medical Internet Research**. 2018.

### CONFERENCES AND WORKSHOPS:

1. "Consumer Response to Cybersecurity Crisis: Evidence from Location Big Data" (with W. Wang, N Foutz). **ISMS Marketing Science Conference**. 2021.

### WORK IN PROGRESS

1. "Uncovering the Negative Effect of Cellphone Use on U.S. Healthcare Efficacy" (with W. Wang).
2. "Investigating Patient's Reaction to Healthcare Data Breach by Utilizing User Generated Mobile Trajectories" (with W. Wang).
3. "Effect of Social Broadcasting on Differential Treatment of Social Media Customer Service" (with H. Rui).

### TECHNICAL SKILLS

**Machine Learning:** PyTorch, TensorFlow, BigQuery, (No)SQL, Hadoop, Spark, Theano, Azure, Turi, OpenCV

**Econometrics/Analytics:** Stata, R, SAS, Selenium, Tableau

**Programming Languages:** Java, Python, C, PHP, JavaScript, Node.js, Django, MATLAB

### RESEARCH EXPERIENCE

**Department of Computer Information Systems, Simon Business School**, Rochester, NY Sep 2019 – Present  
*Graduate Research Assistant; Supervisor: Huaxia Rui, Weiguang Wang*

- Built a real-time text-classification framework on Twitter data stream to identify complaint tweets
- Implemented a state-of-the-art trajectory clustering model with mobile trajectory data

**Department of IROM, McCombs Business School, Austin, TX** Sep 2018 – May 2019

*Graduate Research Assistant; Supervisor: Wen Wen, Andrew Whinston*

- Examined user migration behavior on a social coding platform using Google BigQuery

**Department of Computer Science, Emory University, Atlanta, GA** April 2017 – May 2018

*Undergraduate Research Assistant in Computer Science, Supervisor: Joyce Ho*

- Improved a phenotype validation tool for EHR data by text-mining medical journal databases by using data mining models and co-occurrence analysis to evaluate phenotype candidates
- Performed classification tasks on possibly clinically significant phenotypes to predict their clinical relevance

**Department of ISOM, Emory Goizueta Business School, Atlanta, GA** August 2017 – May 2018

*Undergraduate Research Assistant in Business; Supervisor: Vilma Todri*

- Developed a two-staged behavioral experiment via MTurk to investigate the impact of online advertisement on user experience
- Collected time series web traffic data using AWS information service API

**Department of Economics, Emory University, Atlanta, GA** May 2017 – February 2018

*Undergraduate Research Assistant in Economics; Supervisor: Jeong-Ho Kim*

- Scraped company reviews from job searching websites using automate browser
- Performed data analytic tasks to study salary inequalities and employment rates across states in the U.S.

**Scholarly Inquiry and Research Program at Emory University, Atlanta, GA** September 2016 – May 2017

*Undergraduate Research Partner, Practical Data Mining & Exploration Lab*

- Achieved top 3% ranks in multiple team Machine Learning competitions
- Presented results at Emory Undergraduate Research Symposium

## **INDUSTRY EXPERIENCE**

**Paychex, Inc, Rochester, NY** June 2021 - Present

*Data Science Intern*

- Built a predictive pipeline to classify emails from at-risk clients
- Working with automation and retention teams to build a framework for client email filtering

**Sugon Information Industry, Beijing, China** May 2016 – August 2016

*Cloud Storage Intern*

- Installed and maintained multiple cloud-storage server sites with PB-level data for R&D Department
- Worked with VMware API for array integration for Network-Attached Storage

## **FELLOWSHIPS & HONORS**

1. Recruitment Fellowship, University of Rochester
2. Provost Fellowship, UT Austin
3. Recruitment Fellowship, UT Austin
4. Omicron Delta Epsilon Honor Society in Economics, Emory University
5. Dean's List, Emory University

## **TEACHING EXPERIENCE**

**Course Instructor at Simon Business School** Summer 2021

- Probability Theory for Ph.D. students

**Graduate Teaching Assistant at Simon Business School** September 2020 - Present

- Social Media and Text Analytics (Python, R)
- Core Statistics for MBA (R)
- Core Statistics for master's Students (Python)

**Graduate Teaching Assistant at McCombs School of Business** September 2018 – May 2019

- Intro to Info Technology Management (Excel, Access)
- Information Technology for Supply Chain

## **COMPETITIONS**

**2018 American Statistical Association DataFest** March 2018

- Best Insight Award, 1st place Emory Site

**2017 American Statistical Association DataFest**

April 2017

- Best Insight Award, 1st place Emory Site

**LEADERSHIP AND COMMUNITY ENGAGEMENT**

**Emory Data Science Club**

August 2016 – May 2018

*VP of Development & Senior Class Representative*

- Hosted data science workshops, career panels and networking events
- Connected sponsors for data science events and competitions held by EDSC

**Emory Media Council**

May 2016 – May 2018

*Representative*

- Served as the President and Editor-in-chief for the first and only bilingual student-run newspaper in Atlanta, GA
- Obtained collaboration and sponsorship with the Carter Center

**Sigma Phi Epsilon Fraternity**

August 2016 – Present

*Career Coach*

- Hosted workshops and one-on-one sessions to undergraduate members on career development