Minjie Han

Ph.D. Student – Information Systems
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Education

Simon Business School, University of Rochester — Rochester, NY
Ph.D. Student in Information System — Jul. 2023-Present

Simon Business School, University of Rochester — Rochester, NY
Master of Science (MS), Business Analytics — Aug. 2021-Dec. 2022

School of Management, Fudan University — Shanghai, China
Bachelor of Science (BS), Statistics — Sep. 2017-Jun. 2021

Lee Kong Chian School of Business, Singapore Management University — Singapore
Abroad Exchange Program — Aug. 2019-Dec. 2019

Research Interests

Generative AI, Content Platforms, Social Media

Working Paper

Should News Organizations Share Data with Generative AI? (with Jinyang Zheng, Huaxia Rui)

- Presented at Biz AI 2025 (UTD)

Breaking the Sound Barrier: Asymmetric Impacts of AI Dubbing on Multilingual Engagement on YouTube (With Mikhail Lysyakov, Yang Gao)

Teaching experience

Teaching Assistant

2025	CIS 434 Social Media and Text Analytics
2022, 2025	CIS 467 Data Management, Warehousing, and Visualization
2024	CIS 413 Managing Digital Products and Platforms
2022	GBA 464 Programming for Analytics
2022	TEM 401 Economics, Marketing and Strategy

Awards

- Ph.D. Fellowship, University of Rochester — Present
- Simon Merit-based Scholarship, University of Rochester — Aug.2021
- Temasek Foundation 'LEaRN' Leadership Scholarship, Singapore Management University — Aug.2019

Additional skills and interests

Additional knowledge: Business Analytics, Econometrics, Game Theory
Technical Skills: Python, R, Stata, Machine Learning
Language: Native in Mandarin Chinese; Proficient in English; Native in Shanghainese