Research Notes: Yumei He

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Yumei He's paper “Real-Time Sales Data, Streamer Improvisation, and Sales Performance: Evidence from Live-Stream Selling,” co-authored with Ni Huang (University of Miami), Lingli Wang (Renmin University of China) and Yan Sun (Alibaba Group), was accepted for publication in *MIS Quarterly.* He is an assistant professor of management science.