# Wang_Junye_SOP_Management_Strategy

In modern business, data is not just a resource — it is the decisive terrain upon which every product battle is won or lost. To navigate the battlefield without it is to march blindfolded. My academic interest in product management and marketing drives me to investigate how data-driven decision-making impacts business performance. This idea originated from my observation of how a well-designed product can enhance user experience, and creativity enables businesses to expand their market presence. It wasn't until I undertook the challenge of analyzing a self-selected product that I understood the complexities of product management and the power of data in driving decision-making for any business. These experiences have refined my research interests and motivated me to pursue a PhD in Management and Strategy. With this focus, I can study the mechanisms behind product innovation and market diffusion. Ultimately, I want to investigate how firms utilize user data for competitive strategy. This focus is rooted in my undergraduate studies, where I first began to question the divide between technical development and market strategy.

My dual background in Computer Science and Business Management offers a unique perspective on the intersection of technical innovation and strategy. I first became interested in product management when I discovered how theoretical frameworks indicate which innovations are likely to succeed and those that are likely to fail. Mastering the field requires understanding technical implementation and its alignment with business incentives. My perspective on the strategic use of data grew during my product deconstruction of Spotify. By applying a “Business Lens” to the platform, I identified that its North Star Metric—Time Spent Listening—serves a dual purpose: it maximizes data collection to refine recommendations and increases user switching costs. However,  this model contains a critical vulnerability. After observing competitors like YouTube Music leverage user-generated content to win the “Battle for Convenience”, I realized that algorithmic personalization alone cannot sustain a competitive advantage against bundling strategies. This analysis shifted my focus from technical execution toward researching how firms adapt their strategies to survive in platform ecosystems, specifically exploring the strategic implications of data on decision-making.

Pursuing a PhD in Management and Strategy at the University of Hong Kong is the ideal environment for my academic development. I am drawn to the department’s emphasis on

fostering academic and research endeavors that serve the needs of an Asia-led economy. My goal is to publish high-impact research that provides a strategic guide to any business. While the core curriculum of the degree provides a solid foundation, I am eager to leverage the program's rigorous training by focusing on the Strategy and International Business concentration, particularly the Research Seminars in Strategic Management. These courses will provide the theoretical groundwork necessary to critique and advance existing strategies on firm performance. Furthermore, I plan to select AI, Organization, and Business Strategy as my elective in order to deepen my understanding of how algorithmic decision-making intersects with organizational strategy. The Graduate Workshop in Management and Strategy will be an intellectual environment for me to refine my research proposals; I can transition my focus from industry application to high-impact academic inquiry.

My goal is to operate at the intersection of product development and marketing strategy. Therefore, I am particularly interested in Professor Wei Zhang's work on product diffusion. I am eager to apply my computer science background to Zhang's work on product diffusion, specifically looking at how data can optimize product rollouts in real time. I am also eager to engage with Professor Shengjun Mao's research in digital marketing, particularly her work on recommender systems. I look forward to investigating how personalized ranking algorithms, such as search engine optimization, act as a critical marketing tool that shifts the focus from traditional promotion to algorithmic information design. Her findings on the success of hybrid ranking schemes that jointly optimize consumer utility and platform margins would be important in my study of how firms can optimize their digital strategy to align with business incentives. Finally, Professor Zhenhui Jiang's research in User Experience Design piques my curiosity. I want to understand how UX design can bridge the gap between interface architecture and business strategy. I wish to draw upon his research in HCI to investigate how design can influence consumer decision-making.

Recognizing the necessity of data analysis, I pursued undergraduate coursework that is both challenging and provides a solid foundation for my management mindset, while also engaging in research that enhances my understanding of user behavior. I prioritized advanced coursework, such as econometrics and database management, to build a toolkit for analyzing complex behaviors. For instance, during a project where I modeled consumer behavior to design a campaign by performing market research and analyzing data, I noticed a recurring flaw: most

models assumed users were passive. In reality, I saw how users adapt their behavior to "game" algorithmic incentives. Examples are available on video platforms, where models reward high CTR videos as if they were high-quality content. This gap between algorithmic design and human adaptation is what I plan to investigate in my doctoral research.

My academic background provided the tools to process data, but research gave me the lens to interpret the human behavior that data represents. At Tech4Good, a human-computer interaction-focused lab, I gained the tools to understand the qualitative "why" behind the data. I learned how to collect and interpret user data to refine and enhance product features; this skill is directly transferable to A/B testing and data-driven product optimization in a business context. My background in HCI helps ensure that my analytical approach remains user-centric. I view data as a digital representation of human needs, and my research experience enables me to translate those needs into actionable product enhancements.

By mastering the intersection of data and strategy management at the University of Hong Kong, I look forward to contributing to the academic community as a faculty member, producing research that advances our understanding of how the current era of digital innovations reshapes competitive strategy and management.