

Jieteng Chen

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Education

The Chinese University of Hong Kong <i>Ph.D. candidate in Marketing, GPA: 3.9/4</i>	2021 – Present
Xiamen University <i>B.A. in Economics, GPA: 3.7/4</i>	2017 – 2021

Research Papers

- "Regulating Digital Piracy Consumption." (with Yuetao Gao and T. Tony Ke), *accepted, Journal of Marketing Research*
- "From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency." (with Xinyu Cao and T. Tony Ke), *revise and resubmit, Management Science*

Conferences Presentation

Regulating Digital Piracy Consumption

- The 45th ISMS Marketing Science Conference. Miami, 2023
- Asia-Pacific Marketing Academy Conference. Guangzhou, 2023

From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency

- Asia-Pacific Industrial Organization Conference. Hong Kong, 2023
- Asia-Pacific Marketing Academy Conference. Hong Kong, 2024

Awards & Honors

- CUHK Business School Competitive Graduate Student Research Grant, 2023
- CUHK Ph.D. Studentship, 2021 - 2026

Teaching Assistantship

Marketing Management (MBA)	2023 Fall
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Selected Graduate Courseworks

Economics

Microeconomic Theory I	Jimmy Chan
Microeconomic Theory II	Wei He
Econometric Theory and Application	Xun Lu
Applied Econometrics	Qingliang Fan
Theory of Industrial Organization	Pakhung Au (HKUST)
Empirical Industrial Organization	Kohei Kawaguchi (HKUST)
Game Theory	Duozhe Li & Murayama Kota
Review of Quantitative Methods	Kam Chau Wong

Marketing

Analytical Modeling in Marketing
Empirical Modeling in Marketing
Marketing Models
Special Topics in Marketing I
Special Topics in Marketing II
Behavioral Studies in Marketing
Research Methodology in Behavioural Studies II
Marketing Management
Buyer Behaviour

T. Tony Ke
Francisco Cisternas
Liang Guo (CityU)
Sha Yang
Ganesh Iyer
Xianchi Dai
Jessica Kwong
Hao Shen
Rosette Leung

Computer Science, Statistics, Optimization

Foundation of Optimization
Advanced Statistical Computing
Machine Learning Algorithm and Application
Applied Deep Learning

Man Cho So
Yingying Wei
Anthony Chan (CityU)
Po Lai Man (CityU)

Last Update: 2024 May