

# Jieteng Chen

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## *Education*

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

## *Publication*

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"Regulating Digital Piracy Consumption." (with Yuetao Gao and T. Tony Ke), *accepted, Journal of Marketing Research*

## *Working Paper*

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"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*

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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*

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CUHK Business School Competitive Graduate Student Research Grant, 2023

CUHK Ph.D. Studentship, 2021 - 2026

## *Teaching Assistantship*

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| Marketing Management (MBA) | 2023 Fall |
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## *Selected Graduate Courseworks*

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### *Economics*

Microeconomic Theory I  
Microeconomic Theory II  
Econometric Theory and Application  
Applied Econometrics  
Theory of Industrial Organization  
Empirical Industrial Organization  
Game Theory  
Review of Quantitative Methods

Jimmy Chan  
Wei He  
Xun Lu  
Qingliang Fan  
Pakhung Au (HKUST)  
Kohei Kawaguchi (HKUST)  
Duoze Li & Murayama Kota  
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