

JIETENG CHEN

Room 1149, Cheng Yu Tung Building
12 Chak Cheung St, Shatin, N.T., HK SAR

(+86) 138-6013-5951
✉ jieteng.chen@link.cuhk.edu.hk

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| EDUCATION | The Chinese University of Hong Kong <i>Ph.D. in Marketing</i> 2021 - 2026 (<i>Expected</i>) |
| | Yale University <i>Visiting Student</i> 2024 - 2025 |
| | Xiamen University <i>B.A. in Economics</i> 2017 - 2021 |
| RESEARCH INTERESTS | Economics of AI, Generative AI, Online Platforms, Industrial Organization |
| PUBLICATION | 1. “Regulating Digital Piracy Consumption” [Link] Jieteng Chen, Yuetao Gao and T. Tony Ke <i>Journal of Marketing Research</i> , (2024) |
| WORKING PAPERS | 2. “Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy” [Link] Jieteng Chen, T. Tony Ke, and Jiwoong Shin <i>Revise and Resubmit, Management Science</i> |
| | 3. “From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency” [Link] Xinyu Cao, Jieteng Chen, and T. Tony Ke <i>Minor Revision, Management Science</i> |
| | 4. “More Than a Match: Balancing Match Quality and Labor Supply via Allocation Algorithm on Gig Platforms” Jieteng Chen and Chongyan Sun |
| GRANTS | National Natural Science Foundation of China Basic Research Grant for PhD Students, PI, (300,000 RMB) 2025-2027 |
| | The Chinese University of Hong Kong Graduate Research Grants, PI, (30,000 HKD) 2025-2026 Competitive Graduate Research Grants, PI, (20,000 HKD) 2023-2025 |
| HONORS & AWARDS | Research Output Award, The Chinese University of Hong Kong, (25,000 HKD) 2025 Sole awardee in CUHK Business School |
| | Reaching Out Award, The Chinese University of Hong Kong, (10,000 HKD) 2025 |
| | ISMS Doctoral Consortium Fellow 2025 |

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| CONFERENCE PRESENTATIONS | The 47th ISMS Marketing Science Conference, Washington DC | 2025 |
| | Chinese Marketing Association Annual Conference, Jinan | 2025 |
| | Chinese Marketing Association Annual Conference, Changsha | 2024 |
| | Asia-Pacific Marketing Academy Conference, Hong Kong | 2024 |
| | The 46th ISMS Marketing Science Conference, Sydney | 2024 |
| | Asia-Pacific Industrial Organization Conference, Hong Kong | 2023 |
| | Asia-Pacific Marketing Academy Conference, Guangzhou | 2023 |
| | The 45th ISMS Marketing Science Conference, Miami | 2023 |
| TEACHING EXPERIENCE | Marketing Research (Undergrad), Tutorial Instructor (for R and SPSS Programming) | 2025 |
| | Teaching Evaluation: 5.5/6.0 | |
| | Marketing Management (MBA), Teaching Assistant | 2023 |
| SERVICE WORK | Ad-hoc Reviewer for <i>Marketing Science</i> | |

Last update: 2025 Dec