

# JIETENG CHEN

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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	
JOB MARKET PAPER	<ol style="list-style-type: none"><li>1. “Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy” [<a href="#">Link</a>] Jieteng Chen, T. Tony Ke, and Jiwoong Shin</li></ol>	
PUBLICATION	<ol style="list-style-type: none"><li>2. “Regulating Digital Piracy Consumption” [<a href="#">Link</a>] Jieteng Chen, Yuetao Gao and T. Tony Ke <i>Journal of Marketing Research</i>, (2024)</li></ol>	
WORKING PAPERS	<ol style="list-style-type: none"><li>3. “From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency” [<a href="#">Link</a>] Xinyu Cao, Jieteng Chen, and T. Tony Ke (Equal contribution) <i>Minor Revision at Management Science</i></li><li>4. “More Than a Match: Balancing Match Quality and Labor Supply via Allocation Algorithm on Gig Platforms” Jieteng Chen and Chongyan Sun</li><li>5. “Data Externalities and Data Acquisition by Online Platforms” Jieteng Chen and T. Tony Ke</li></ol>	
GRANTS	<p>National Natural Science Foundation of China, Research Grant for PhD Students “Privacy Leakage and Platform Regulation”, PI, (300,000 RMB) 2025-2027</p> <p>The Chinese University of Hong Kong, Graduate Research Grants “Algorithmic Detection by Content Platforms”, PI, (30,000 HKD) 2025-2026 “Regulating Digital Piracy”, PI, (20,000 HKD) 2023-2025</p>	

HONORS & AWARDS	Research Output Award, The Chinese University of Hong Kong, (25,000 HKD) Sole awardee in CUHK Business School	2025
	Reaching Out Award, The Chinese University of Hong Kong, (10,000 HKD)	2025
	ISMS Doctoral Consortium Fellow	2025
INVITED TALKS	Xiamen University Renmin University of China University of International Business and Economics Shanghai Jiao Tong University Shanghai University of Finance and Economics Peking University, National School of Development	Nov 2025 Nov 2025 Nov 2025 Oct 2025 Oct 2025 Sept 2025
CONFERENCE PRESENTATIONS	The 47th ISMS Marketing Science Conference, Washington DC Chinese Marketing Association Annual Conference, Jinan Chinese Marketing Association Annual Conference, Changsha Asia-Pacific Marketing Academy Conference, Hong Kong The 46th ISMS Marketing Science Conference, Sydney Asia-Pacific Industrial Organization Conference, Hong Kong Asia-Pacific Marketing Academy Conference, Guangzhou The 45th ISMS Marketing Science Conference, Miami	2025 2025 2024 2024 2024 2023 2023 2023
TEACHING EXPERIENCE	Marketing Research (Undergrad), Tutorial Instructor (for R and SPSS Programming) Teaching Evaluation: 5.5/6.0; Recognized as an Excellent TA by CUHK Marketing Management (MBA), Teaching Assistant	2025 2023
SERVICE WORK	Ad-hoc Reviewer for <i>Marketing Science</i>	
REFERENCES	<b>T. Tony Ke</b> (Advisor) Professor of Marketing The Chinese University of Hong Kong ✉ tonyke@cuhk.edu.hk 📞 (+852) 3943-8565	<b>Xinyu Cao</b> Associate Professor of Marketing The Chinese University of Hong Kong ✉ xinyucao@cuhk.edu.hk 📞 (+852) 3943-7829
	<b>Jiwoong Shin</b> Professor of Marketing Yale University ✉ jiwoong.shin@yale.edu 📞 (+1) 203-432-6665	

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