

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	
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) 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

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	2025
	Marketing Management (MBA), Teaching Assistant	2023
SERVICE WORK	Ad-hoc Reviewer for <i>Marketing Science</i>	

Last update: 2025 Dec