

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 3. “From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency” [Link] Xinyu Cao, Jieteng Chen, and T. Tony Ke <i>Minor Revision at 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 , Research Grant for PhD Students “Privacy Leakage and Platform Regulation”, PI, (300,000 RMB) 2025-2027 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
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

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>
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REFERENCES	T. Tony Ke (Advisor) Professor of Marketing The Chinese University of Hong Kong ✉ tonyke@cuhk.edu.hk ☎ (+852) 3943-8565	Xinyu Cao Associate Professor of Marketing The Chinese University of Hong Kong ✉ xinyucao@cuhk.edu.hk ☎ (+852) 3943-7829
	Jiwoong Shin Professor of Marketing Yale University ✉ jiwoong.shin@yale.edu ☎ (+1) 203-432-6665	

Last update: 2025 Nov