

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	<p>1. “Regulating Digital Piracy Consumption” [Link] Jieteng Chen, Yuetao Gao and T. Tony Ke <i>Journal of Marketing Research</i>, (2024)</p>	
WORKING PAPERS	<p>2. “Designing Detection Algorithms for AI-Generated Content: Consumer Inference, Creator Incentives, and Platform Strategy” [Link] Jieteng Chen, T. Tony Ke, and Jiwoong Shin</p> <p>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></p> <p>4. “More Than a Match: Balancing Match Quality and Labor Supply via Allocation Algorithm on Gig Platforms” Jieteng Chen and Chongyan Sun</p>	
GRANTS	<p>National Natural Science Foundation of China, Research Grant for PhD Students “Privacy Leakage and Platform Regulation”, PI, (300,000 RMB)</p>	2025-2027
	<p>The Chinese University of Hong Kong, Graduate Research Grants “Algorithmic Detection by Content Platforms”, PI, (30,000 HKD) “Regulating Digital Piracy”, PI, (20,000 HKD)</p>	2025-2026 2023-2025
HONORS & AWARDS	<p>Research Output Award, The Chinese University of Hong Kong, (25,000 HKD) Sole awardee in CUHK Business School</p> <p>Reaching Out Award, The Chinese University of Hong Kong, (10,000 HKD)</p> <p>ISMS Doctoral Consortium Fellow</p>	2025 2025 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>	
REFERENCES	<p>T. Tony Ke (Advisor) Professor of Marketing The Chinese University of Hong Kong  tonyke@cuhk.edu.hk  (+852) 3943-8565</p> <p>Jiwoong Shin Professor of Marketing Yale University  jiwoong.shin@yale.edu  (+1) 203-432-6665</p>	<p>Xinyu Cao Associate Professor of Marketing The Chinese University of Hong Kong  xinyucao@cuhk.edu.hk  (+852) 3943-7829</p>

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