Jinyi Liu

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Education

University of Tennessee, Knoxville, *Haslam College of Business*	*Aug 2022 – May 2026*
Ph.D. in Business Analytics	*(expected)*
University of Rochester, *Department of Economics*	*Aug 2021 – May 2022*
M.A. in Economics	
University of Science and Technology of China, *School of the Gifted Young*	*Aug 2016 – Jul 2021*
B.Econ. in Finance	

Research Interests

Topics: OM-Marketing Interface, Product Customization, Competitive Strategy, Business Analytics.

Publication

1. Liu, Jinyi, and Huang, Tingliang. 2023. "Erratum on 'Competing for Recommendations' Model by Zhou and Zou (2023)." ***Marketing Science***, 43(2):462–463. [INFORMS]

Work in Progress

2. Liu, Jinyi, Huang, Ganquan, and Huang, Tingliang. "Commentary on 'On Customized Goods, Standard Goods, and Competition'." Major Revision at ***Marketing Science***.

3. Liu, Jinyi, Huang, Ganquan, and Huang, Tingliang. "Product Customization and Price Personalization: A Competitive Analysis." Major Revision at ***Management Science***.

Teaching Experience

Teaching Assistant, *University of Tennessee, Knoxville*

- BAS 474: Data Mining (*Fall 2025*)
- BAS 320: Regression (*Fall 2025*)
- STAT 538: Statistics for Research II (*Spring 2025*)
- BAS 464: Operations Analytics (*Spring 2025*)
- BZAN 552: Multivariate and Data Mining Techniques (*Spring 2023, Spring 2024*)
- BZAN 531: Decision Optimization (*Fall 2022-2024*)

Conferences

INFORMS Annual Meeting, Atlanta, GA (scheduled)	2025
POMS Annual Conference, Atlanta, GA (invited for presentation)	2025
Biz AI Conference, Dallas, TX	2025
Doing Good with OM/OR Workshop, Raleigh, NC	2024
MSOM Conference, Minneapolis, MN	2024
POMS Annual Conference, Minneapolis, MN	2024
Behavioral IO and MKT Symp, Ann Arbor, MI	2024
DSI, Atlanta, GA	2023

Services

Ad-hoc Reviewer: MSOM, POMS, NRL, IJPE, IISE Transactions

Skills

Technical Skills: Python (PyTorch, PySpark), R, MySQL, C#, LaTeX

Languages: Chinese (native), English (fluent)

References

Tingliang Huang (Chair)
Amazon Distinguished Professor
University of Tennessee, Knoxville
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Justin Jia
Associate Professor
University of Tennessee, Knoxville
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Michael Galbreth
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