Ling Yuan

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Education

2024–2025[*]   **M.Res.**, *Management Science*, Lancaster University

Project: Reinforcement Learning for Revenue Management and Dynamic Pricing, Supervisor: Prof. Dong Li, All current modules reached **Distinction**

2019–2023   **B.Sc.**, *Economic Statistics*, Suzhou University, **Ranking No.1**

Work Experience

2024–Now   **Graduate Teaching Assistant**, MSCI580: Analytics in Practice, Lancaster University

2023–Now   **Research Assistant**, STOR-i, Lancaster University, (Advisor: Prof. Dong Li)

Project: Car Sharing Systems: An Optimization Framework for Pricing, Battery Management, and Membership Services

Founder: Co-Wheels

Publications

Working Papers

W1.   **Yuan, Ling**. & Dong, L. *Optimizing Charging and Battery Swapping Strategies: A Systematic Review of Operational Problems in Electric Vehicle Transportation Systems* Review Article, Submission to Annals of Operations Research. 2025.

W2.   **Yuan, Ling**. *The Impact of Generative Artificial Intelligence on Stock Market Reaction: An Empirical Study of Listed Companies in the United States* Research Article, Preparation for submission to Journal of Business Research. 2024.

Peer-Reviewed Conference Proceedings

C1.   **Yuan, Ling** & Sun, S. *Research on E-Sports User Preferences and User Characteristics of Student Groups in Anhui Province* in *Proceedings of the 2nd International Academic Conference on Blockchain, Information Technology and Smart Finance (ICBIS 2023)* (Atlantis Press, 2023), 184–190.

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[*]Expected.

C2. Qi, J., Li, W., Li, X. & **Yuan, Ling**. *Research on Entropy-Weighting TOPSIS Method Based on Shanghai Digital Economy Index System* in *Proceedings of the 2022 International Conference on Computer Science, Information Engineering and Digital Economy (CSIEDE 2022)* (Atlantis Press, 2022), 656–662.

C3. **Yuan, Ling**, Sun, S., Dong, J., Zhang, B. & Lu, W. *Research on Coupling and Coordination of Rail Demand Market* in *2021 4th IEEE International Symposium on Traffic Transportation and Civil Architecture (ISTTCA)* (IEEE, 2021), 55–58.

Tools & Software

Event Study Tool(Developer)

Event Study: This **Python package** allows users to perform event study analyses on financial data. It supports multiple models and users can specify the event window, estimation window, and choose whether to generate visualizations.

Event Analysis: This **R package** designed for event study analysis, helping researchers and analysts to assess the impact of events on stock returns, financial indicators, and other metrics.

Sentiment Analysis Tool(Developer)

Sentiment Analysis: This **workflow** is a sentiment analysis system built using pre-trained transformer models. It provides functionalities for training, testing, and predicting sentiment in various text data formats.

Awards & Honors

2024	Lancaster Management School Excellent Scholarship
2023	Excellent Graduation Thesis (Grade:90)
2022	National Undergraduate Training Program (RMB 25,000; Role: leader)
2022	First-Class Academic Scholarship
2022	First Prize of the 12th National Student Market Research and Analysis Competition
2022	First Prize of the 8th National Student Statistical Modelling Competition

Academic Service

Journal Reviewer

2022.07	*Energy Strategy Reviews*
2023.03	*Digital Business*
2023.08	*Finance Research Letters*

2023.10   *International Review of Financial Analysis*

Skills

Programming: Python; R; MATLAB

Software: Stata; Eviews; SPSS

Other: LaTeX; Word; Excel; PPT; Access

Other Experience

2024   LUMS Research Philosophy Seminar, Lancaster University, Presenter
2024   LUMS Qualitative Research Workshop, Lancaster University, Presenter