Ling Yuan

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Education

2025–2029[*]   **PhD** in Management, Cardiff University

Project: Improving Circular Economic Operations – Characterisation, Forecasting and Management of Circular Flows

Supervisors: Prof. Aris Syntetos, Dr. Thanos E. Goltsos

Funding: **ESRC PhD Studentship**

Industrial Partners: Brother Industries UK Ltd, The Royal Mint

2024–2025   **MRes** in Management Science, Lancaster University

Project: Reinforcement Learning for Revenue Management and Dynamic Pricing

Supervisor: Prof. Dong Li

Industrial Partner: Co-Wheels

2019–2023   **BSc** in Statistics, Suzhou University

Ranked No.1 in cohort

Work Experience

2024–2025   **Graduate Teaching Assistant**, MSCI580: Analytics in Practice, Lancaster University

2023–2025   **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. *Rolling Horizon Dynamic Allocation Model for Car Rental Considering Customer Extensions* Research Article, Prepare Submission to **European Journal of Operational Research**. 2025.

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[*]Expected.

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.

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

2025	Welsh Graduate School for the Social Sciences(WGSSS DTP) Studentship Award
2024	Lancaster University Management School Poster Competition Outstanding Award
2024	Lancaster University Management School Excellent Scholarship
2023	Excellent Graduation Thesis (Grade:90)
2022	National Undergraduate Academic Training Funding (RMB 25,000)
2022	First-Class Academic Scholarship

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

2025	LUMS Quantitative Research Seminar, Lancaster University, Presenter
2024	LUMS Research Philosophy Seminar, Lancaster University, Presenter
2024	LUMS Qualitative Research Workshop, Lancaster University, Presenter
2024	Advertising Selling, Information Sharing and Selling Format in Online Retailing Workshop, University of Liverpool, Participator