Ling Yuan

LingYUAN1201@outlook.com

lingyuan1201.github.io

Education

2025–2029[*]   **PhD** in Management Science, 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: An Exact Algorithm for Dynamic Booking Control in Car Rental

Degree classification: High Distinction (dissertation 80/100)

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.   **Ling Yuan** & Dong Li. *Dynamic Booking Control with Rental Extensions in Car Rental Revenue Management* Research Article, Preparation for submission to **European Journal of Operational Research**. 2025.

---

[*]Expected.

W2. Jing Tang, **Ling Yuan**, Yangchun Xiong & Hugo K. S. Lam. *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 **International Journal of Operations & Production Management**. 2025.

Peer-Reviewed Conference Proceedings

C1. **Ling Yuan** & Shanhui Sun. *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. Juanjuan Qi, Wei Li, Xiaofang Li & **Ling Yuan**. *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. **Ling Yuan**, Shanhui Sun, Jun Dong, Bo Zhang & Wanrong Lu. *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	Suzhou University 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; SQL

Other: LaTeX; Markdown; Word; Excel; PPT; LLM

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