Qiyuan DENG

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EDUCATION

Singapore Management University — Singapore
Ph.D. in Business — *2020*
Thesis: Innovative Business Models in Online Retailing

University of Science and Technology of China — Hefei, China
BSc in Economics, School of the Gifted Young — *2015*

EMPLOYMENT

The Chinese University of Hong Kong (Shenzhen) — Shenzhen, China
Assistant Professor — *2021 - present*

Singapore Management University — Singapore
Research Fellow — *2020 - 2021*

RESEARCH INTERESTS

- **Applications**:
  - Economics of IS: E-commerce and marketplace analytics, online platforms, social networks
  - IS-Operations Interface: supply chain management, information disclosure, incentives
  - IS-Marketing Interface: influencer marketing, social-media analytics, consumer behavior
- **Methodologies**: Game theory, optimization, data-driven decision making

PUBLICATIONS

- **Qiyuan Deng**, Xin Fang and Yun Fong Lim (2021). "Urban Consolidation Center or Peer-to-Peer Platform? The Solution to Urban Last-Mile Delivery." *Production and Operations Management*, 30(4): 997-1013.

WORKING PAPERS

- **Qiyuan Deng**, Xin Fang, Zhiling Guo, and Yun Fong Lim. "Strategic Information Provision in the Presence of Online Word-of-Mouth for Omnichannel Retailing." Major revision at *Information Systems Research*
  - *Finalist, The 11th POMS-HK Best Student Paper Competition, 2020*

- **Qiyuan Deng**, Kejia Hu and Yun Fong Lim. "Cross-Channel Marketing on E-commerce Marketplaces: Impact and Strategic Budget Allocation." Under review at *Manufacturing & Service Operations Management*

- **Qiyuan Deng**, Xin Fang and Yun Fong Lim. "Picking One from Two": Exclusivity under Marketplace Competition (under preparation)

ACADEMIC PRESENTATIONS

- **Urban Consolidation Center or Peer-to-Peer Platform? The Solution to Urban Last-Mile Delivery**

- – INFORMS Annual Meeting, Seattle *2019*
- – Annual International Conference of CSAMSE, Chengdu, China *2019*
- – MSOM International Conference, Singapore *2019*
- – Mostly OM Workshop, Shenzhen, China *2019*
- – The 10th POMS-HK International Conference, Hong Kong *2019*
- – INFORMS Annual Meeting, Phoenix *2018*
- – The 9th POMS-HK International Conference, Hong Kong *2018*

- **Strategic Information Provision in the Presence of Online Word-of-Mouth for Omnichannel Retailing**
  - – Shanghai University of Finance and Economics, Zhejiang University, *2020*
    University of Science and Technology of China,
    The Chinese University of Hong Kong, Shenzhen
  - – INFORMS Annual Meeting *2020*
  - – The 11th POMS-HK International Conference, Hong Kong *2020*
  - – INFORMS Annual Meeting, Seattle *2019*
  - – The 10th POMS-HK International Conference, Hong Kong *2019*

- **Cross-Channel Marketing on E-commerce Marketplaces: Impact and Strategic Budget Allocation**
  - – The 14th POMS-HK International Conference, Hong Kong *2023*
  - – 32nd Annual POMS Conference *2022*
  - – POMS International Conference in China, Xi'an *2022*
  - – INFORMS Annual Meeting, Indiana *2022*

TEACHING INTERESTS

Machine Learning for Business, Business Intelligence and Analytics

TEACHING EXPERIENCE

School of Management and Economics, The Chinese University of Hong Kong, Shenzhen

- Machine Learning for Business (Master)
  - – Instructor, 2023 Spring
  - – Instructor, 2022 Spring
- Business Intelligence and Analytics (Master)
  - – Instructor, 2023 Spring
  - – Instructor, 2022 Spring

Lee Kong Chian School of Business, Singapore Management University

- Online Business and Marketplaces (Master)
  - – Teaching Assistant, 2019 Term 4

- High Performance Warehousing and Fulfillment (Undergraduate)
  - Teaching Assistant, 2019 Term 2
- Operations Management (Undergraduate)
  - Teaching Assistant, 2019 Term 1
- Digital Business Essentials: Innovations and Operations (Master)
  - Teaching Assistant, 2018 Term 4
  - Teaching Assistant, 2017 Term 4
  - Teaching Assistant, 2016 Term 4
- Digital Business Essentials: Innovations and Operations (MBA)
  - Teaching Assistant, 2017 Term 4
- Decision Analysis (Master)
  - Teaching Assistant, 2016 Term 3
- Decision Analysis (MBA)
  - Teaching Assistant, 2016 Term 2

SELECTED AWARDS

- **Finalist, The 11th POMS-HK Best Student Paper Competition** *2020*
  Awarded by the judging committee for the paper "Should Retailers Integrate Their Offline and Online Channels? A Perspective of Product Descriptions and Consumer Reviews".

- **Singapore Management University Full Scholarship** *2015 – 2019*
  Awarded to students who achieve a high level of academic excellence to support their doctoral work and cover their tuition and stipend.

- **Outstanding Student Scholarship of USTC** *2011 – 2014*
  Awarded by University of Science and Technology of China for high-level academic achievements.

PROFESSIONAL SERVICES

- **Ad Hoc Reviewer**
  - Pacific Asia Conference on Information Systems 2022
  - Production and Operations Management
  - Naval Research Logistics
  - European Journal of Operational Research
  - Omega
  - OR Spectrum
  - Annals of Operations Research
- **Session Chair**
  - INFORMS Annual Meeting, 2020
  - INFORMS Annual Meeting, Seattle, 2019
  - POMS-HK 2019

INDUSTRY EXPERIENCE

Dell Global B.V. Singapore Branch   Singapore
Data Science Intern   *2020*

Identified business problems in product line design and product marketing process. Articulated data science opportunities to apply machine learning and optimization techniques in order to improve business decision making.

SKILLS

- **Programming**: Python, R, Matlab
- **Machine Learning**: Regression, SVM, Decision Trees, Random Forest, XGBoost
- **Deep Learning**: Neural Networks, CNN, RNN
- **Business Intelligence**: Tableau, BigQuery