

# Qiyuan DENG

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## EDUCATION

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<b>Singapore Management University</b> Ph.D. in Business (Operations Management) Thesis: Innovative Business Models in Online Retailing	Singapore 2020
<b>University of Science and Technology of China</b> BSc in Economics (Finance), School of the Gifted Young	Hefei, China 2015

## EMPLOYMENT

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<b>The Chinese University of Hong Kong (Shenzhen)</b> Assistant Professor	Shenzhen, China 2021 - present
<b>Singapore Management University</b> Research Fellow	Singapore 2020 - 2021

## RESEARCH INTERESTS

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- **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

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- **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

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- **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: Operational Value and Budget Allocation (under preparation)
- **Qiyuan Deng**, Xin Fang and Yun Fong Lim. “Picking One from Two”: Exclusivity under Marketplace Competition (under preparation)

## ACADEMIC PRESENTATIONS

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- **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, University of Science and Technology of China, The Chinese University of Hong Kong, Shenzhen *2020*
  - 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: Operational Value and Budget Allocation**
  - 32nd Annual POMS Conference *2022*
  - POMS International Conference in China, Xi'an *2022*
  - INFORMS Annual Meeting, Indiana *2022*

## TEACHING INTERESTS

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Machine Learning for Business, Business Intelligence and Analytics

## TEACHING EXPERIENCE

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

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

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- **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

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

## INDUSTRY EXPERIENCE

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

Singapore  
*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

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