Yuan Qu

Rutgers Business School: Newark and New Brunswick
Rutgers, the State University of New Jersey
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RESEARCH INTERESTS

Revenue Management; Reinforcement Learning; Business Intelligence; Combinatorial Optimization; Game-theoretic Applications; Transportation Engineering.

EDUCATION

Ph.D., Management (Concentration on Operations Research)　　　　09/2018 - 05/2023
Management Science and Information Systems, School of Business
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ
Dissertation: Understanding Opaque Selling from an Inventory-control Perspective
Advisor: Dr. Jian Yang

M.S., Information Technology　　　　01/2017 - 05/2018
Management Science and Information Systems, School of Business
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ

B.S., Electronic Engineering　　　　09/2013 - 06/2017
School of Information and Communication Engineering,
University of Electronic Science and Technology of China, Chengdu, China

B.S., Management Administration　　　　09/2013 - 06/2017
School of Management and Economics,
University of Electronic Science and Technology of China, Chengdu, China

PUBLICATIONS

Under Review

- **Yuan Qu**, Jian Yang, Understanding Opaque Selling from an Inventory-control Perspective. *Under Review*, **Management Science** (UTD24, FT50, 5-year impact factor 6.62).

- Jingjing Li, **Yuan Qu**, Jingyuan Yang *(author names in alphabetical order)*, Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *Under Review*, **Information Systems Research** (UTD24, FT50, 5-year impact factor 6.89).

- Hongyu Zheng, Kenan Zhang, Macro Nie, Pengyu Yan, **Yuan Qu**, How Many Are Too Many? Analyzing Dockless Bikesharing Systems with a Parsimonious Model. *Under Review*, **Transportation Science** (5-year impact factor 4.25).

Research in Progress

- Jian Yang, **Yuan Qu**, Inventory Control involving Opaque Selling.

- Jingyuan Yang, **Yuan Qu**, Wei Zeng, One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks.

- Chaitanya Kaligotla, Sarah Wittman, Jingyuan Yang, **Yuan Qu**, Wei Zeng. Diminishing Returns to Social Capitalist Firms and Their Employee Advocates: Evidence from WeChat.

- Jingyuan Yang, Shun Ye, **Yuan Qu**, Dynamic Recommender systems for Crowd Sourcing Platform.

TEACHING EXPERIENCE

Rutgers Business School   09/2019 - present

Lecturer & Instructor
- Graduate Course: "Business Data Management", 26:198:603, Fall 2019
- Undergraduate Course: "Product and Operations Management", Fall 2022
- Undergraduate Course: "Management Information Systems", 33:136:370, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022
- Undergraduate Course: "Statistical Methods for Business", 33:136:375, Fall 2019

PROFESSIONAL ACTIVITIES

Presentations
- Drivers For Personal Social Marketing Effectiveness: A Joint View Of Content And Diffusion, *INFORMS Annual Meeting, Virtual, 2020*.

- Equilibrium Mechanism in Probabilistic Selling (Invited Research Seminar Presentation), *Stony Brook University, Virtual, 2020*.

- Machine Learning in Business (Invited Research Seminar Presentation), *University of Electronic Science and Technology of China, Chengdu, China, 2020*.

- One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks, *Rutgers-NJIT Business School Joint Ph.D. Seminar, Newark, NJ, 2019*.

- One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks, *INFORMS Annual Meeting, Seattle, WA, November 2019*.

Reviewer Services
- Ad hoc Reviewer for Operations Research Letters
- Ad hoc Reviewer for INFORMS Workshop on Data Science (DS 2022)
- Ad hoc Reviewer for Pacific Asia Conference on Information Systems (PACIS 2022)
- Ad hoc Reviewer for ACM SIGKDD Conference on Knowledge Discovery and Data Mining (SIGKDD)
- Ad hoc Reviewer for International Conference on Knowledge Science, Engineering and Management (KSEM)

HONORS & AWARDS

- Dean's Dissertation Fellowship, *Rutgers Graduate School-Newark*   2022
- Dean's Competition for Summer Ph.D. Research Assistants, *Rutgers Business School*   2022
- Dean's Competition for Summer Ph.D. Research Assistants, *Rutgers Business School*   2021
- Dean's Office Summer Scholarships, *Rutgers Business School*   2020
- Graduate School-Newark Scholarship, *Rutgers University*   2020
- University Merit Graduate Scholars Award, *Rutgers University*   2019
- China National College Student Information Security Contest, Bronze Award   2016
- China National College Student Entrepreneurship Contest, Bronze Award   2016
- China National College Student Information Security Contest, Bronze Award   2015
- The Western Star of Innovation and Entrepreneurship, 4th place, Bronze Award   2015

INDUSTRIAL EXPERIENCE

Allianz Partners, *Seasonal Data Scientist*, Remote   05/2021 - 08/2021
Built an offline evaluation pipeline for online recommendation algorithms.
Chengdu Value-fan Information Service, *Co-founder*, Chengdu, China   01/2016 - 07/2017
Led the team developed a stock value estimation system. Full-stack developed the automatic trading strategy analysis system.
Sichuan Reiteng Sports, *IT Administrator*, Chengdu, China   11/2014 - 10/2015
Full-stack developed a web-based news system for junior soccer players. Coordinated oversea co-operations with Manchester United.