

Xinyu Cao

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ACADEMIC EMPLOYMENT

The Chinese University of Hong Kong, CUHK Business School

2022-2023 Visiting Scholar

2023- Vice-Chancellor Associate Professor

New York University, Stern School of Business

2018-2023 Assistant Professor of Marketing (on leave during 2022-2023)

EDUCATION

2013-2018 Massachusetts Institute of Technology
MIT Sloan School of Management
Ph.D. in Management (with a concentration in Marketing)

2011-2013 University of California, Berkeley
Department of Industrial Engineering and Operations Research
M.S. in Operations Research

2007-2011 Tsinghua University
Academic Talent Program
B.S. in Mathematics and Physics

RESEARCH INTERESTS

- Methodology: Field Experiments, Empirical Modeling, Applied Game Theory,
- Substantive: Market Research Methodology, Online Platforms, Online Advertising, Social Media

FIELD RECOGNITIONS

[John D. C. Little Award, Winner, 2021](#)

- Awarded by the Institute for Operations Research and the Management Science (INFORMS), it is given annually to the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal.

[Frank M. Bass Award, Finalist, 2021](#)

- Awarded by the Institute for Operations Research and the Management Science (INFORMS), it is given to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal.

PUBLICATIONS

- “The Power of Commitment in Group Search”

Xinyu Cao, Yuting Zhu. *Marketing Science*, forthcoming

- “The Impact of COVID-19 Pandemic on the Behavior of Online Gig Workers”
Xinyu Cao, Dennis Zhang, Lei Huang. *McSOM*, 24.5 (2022): 2611-2628.
- “Preference Learning and Demand Forecast”
Xinyu Cao, Juanjuan Zhang. *Marketing Science* 40.1 (2021): 62-79.
 - 2021 John D. C. Little Award, Winner
 - 2021 Frank M. Bass Award, Finalist
- “Cooperative Search Advertising”
Xinyu Cao, Tony Ke. *Marketing Science*, 38.1 (2019): 44–67.
- “How do successful scholars get their best research ideas? An exploration”
Cathy Cao, **Xinyu Cao**, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Yuting Zhu, Birger Wernerfelt. *Marketing Letters* 30.3 (2019): 221-232.
- “Stochastic Control for Smart Grid Users with Flexible Demand”
Yong Liang, Long He, **Xinyu Cao**, and Zuo-Jun Max Shen. *IEEE Transactions on Smart Grid* 4.4 (2013): 2296-2308.

WORKING PAPERS

- “NFT Royalties and Art Market Efficiency”
Xinyu Cao, Jieteng Chen, Tony Ke. In preparation for submission.
- “The Heterogeneous Treatment Effect of Bullet Chats: An Instrumental-Variable Approach”
Xinyu Cao, Yan Cheng, Jingbo Wang, Zuo-Jun Max Shen. In preparation for submission.

SELECTED WORK IN PROGRESS

- “When Content Creation Becomes a Job”
with Yan Cheng, Jingbo Wang, Zuo-Jun Max Shen.
- “Image Information Load and Online Sales”
with Kanghua Zhang, Yuting Zhu, Yongbin Ma
- “Learning by Doing or Learning by Earning: Evidence from an Online Gig Economy Platform”
with Dennis Zhang
- “Dynamics of Racial Discrimination on an Online Gig Economy Platform”
with Ruomeng Cui, Peibo Zhang, Dennis Zhang
- “The Impact of Forced Intervention on Algorithm Aversion”
with Dennis Zhang

TEACHING

The Chinese University of Hong Kong

Instructor

Marketing Strategy (Finance EMBA), Fall 2023, Spring 2024

Social Media Analytics (MSc in Marketing), Winter 2022, Spring 2024

- Teaching Evaluation: 5.8~5.9/6.0

Marketing Management (Undergraduate), Spring 2023

NYU Stern School of Management

Instructor

Introduction to Marketing (Undergraduate), Spring 2019/2020/2021/2022

- Teaching Evaluation (average): 4.6/5.0

Guest Lecture on Field Experiments (PhD seminar), Fall 2018, Fall 2020, Fall 2022

GRANTS, HONORS AND AWARDS

CUHK Vice-Chancellor Early Career Professorship Scheme, 2023

ISMS Early Career Scholars Camp Fellow, 2022

MIT Sloan Doctoral Research Forum, Faculty Fellow, 2022

INFORMS John D. C. Little Award, Winner, 2021

INFORMS Frank M. Bass Award, Finalist, 2021

AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, NYU, 2019

Faculty Development Forum Fellow, Washington University in St. Louis, 2019

CGEB Research Grant, NYU, 2018

MIT Sloan Doctoral Research Forum Thesis Prize, MIT, 2018

AMA-Sheth Foundation Doctoral Consortium Fellow, 2017

ISMS Doctoral Consortium Fellow, 2014, 2016

MIT Sloan School of Management Fellowship, 2013-2018

IEOR Department Fellowship, UC Berkeley, 2011-2012

National Motivational Scholarship--1st Award for Academic Excellence, 2008, 2010

Tsinghua--COSL Scholarship, 2009

1st Scholarship of Science and Technology, Tsinghua University, 2009

Meritorious Prize in the Mathematical Contest in Modeling, U.S., 2009

First Prize in National Mathematics Olympiad, 2005, 2006 (Ranked 1st in province)

Silver Medal in China Girls' Mathematics Olympiad, 2006

Silver Medal in China Western Mathematics Olympiad, 2005

INVITED SEMINAR PRESENTATIONS

University College London, June 2023

Hong Kong University of Science and Technology, May 2023

University of Colorado Boulder, May 2022

Temple University, April 2022

Northeastern University, March 2022

University of Science and Technology of China, July 2021

University of Houston, April 2021

The Chinese University of Hong Kong, March 2021

Hong Kong University of Science and Technology, February 2021
 Tsinghua University, School of Economics and Management, January 2021
 Northwestern University, Kellogg School of Management, February 2020
 Temple University, Fox School of Business, May 2019
 Peking University, Guanghua School of Management, December 2018
 New York University, Marketing Department (Pro-seminar), December 2018
 Modeler's Meeting at PHD Media, New York, October 2018
 Stanford University, Graduate School of Business, February 2018
 Fudan University, School of Management, November 2017
 Peking University, Guanghua School of Management, November 2017
 National University of Singapore, School of Computing, November 2017
 The University of Hong Kong, School of Business, November 2017
 The University of Chicago, Booth School of Business, October 2017
 Washington University in St. Louis, Olin Business School, October 2017
 University of California, Berkeley, Haas School of Business, October 2017
 New York University, Stern School of Business, October 2017
 The University of Texas at Dallas, Naveen Jindal School of Management, October 2017
 Singapore Management University, Lee Kong Chian School of Business, October 2017
 Cheung Kong Graduate School of Business, October 2017
 University of Southern California, Marshall School of Business, September 2017
 Cornell University, SC Johnson College of Business, September 2017
 Temple University, Fox School of Business, September 2017
 University of British Columbia, Sauder School of Business, September 2017
 MIT, Sloan School of Management, Marketing Seminar, September 2017
 MIT, Department of Economics, IO Lunch, September 2017
 MIT, Sloan School of Management, Marketing Seminar, November 2015

CONFERENCE PRESENTATIONS

Theory + Practice in Marketing, May 2023
 ISMS Marketing Science Conference, June 2023
 ISMS Marketing Science Conference, June 2022
 Four School (Columbia, NYU, UPenn, Yale) Conference, April 2022
 Post-Pandemic Supply Chain and Healthcare Management Conference, June 2021
 AIM (Artificial Intelligence in Management) Conference, May 2021
 POMS Conference, May 2021
 Western Economic Association International Conference, March 2021
 ISMS Marketing Science Conference, June 2020
 China Marketing International Conference, Guangzhou, China, July 2019
 ISMS Marketing Science Conference, Rome, Italy, June 2019
 Summer Institute in Competitive Strategy, Berkeley, CA, June 2019
 11th Triennial Invitational Choice Symposium, Cambridge, MD, May 2019
 Quantitative Marketing and Economics, Chicago, IL, Aug 2018
 Summer Institute in Competitive Strategy, Berkeley, CA, June 2018
 ISMS Marketing Science Conference, Philadelphia, PA, June 2018
 16th Annual International Industrial Organization Conference, Indianapolis, IN, April 2018

AMA-Sheth Foundation Doctoral Consortium, Iowa City, IA, June 2017

15th Annual International Industrial Organization Conference, Boston, MA, April 2017

ISMS Marketing Science Conference, Shanghai, China, June 2016

PROFESSIONAL SERVICES

Editorial Review Board

Marketing Science

Referee

Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, Production and Operations Management, Information System Research

Conference Committee

41st Annual ISMS Marketing Science Conference, 2019, Advisory Committee

SERVICES

CUHK Marketing PhD Committee, 2023-

NYU Marketing PhD Program Admission, 2019, 2020, 2021

NYU Marketing PhD Committee, 2021-2023

NYU Marketing Department Recruiting Committee, 2019