

Yixin ZHU

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Education

Ph.D. in OM	The Chinese University of Hong Kong	2020-present
- Advisors: Sean Zhou, Hongfan Chen		
B.S. in Management Science	Sun Yat-sen University, Lingnan College	2016-2020
Exchange Student	Bocconi University, Italy	2018-2019

Working Papers

Optimal Growth of a Two-Sided Platform with Heterogeneous Agents.

(with Hongfan Chen, Renyu Zhang, Sean Zhou)

- Under Major Revision at *Production and Operations Management*
- Selected for *M&SOM TIE SIG* 2024 conference
- Featured in CUHK China Business Knowledge

Disruption in Multi-Tier Supply Chains: Competition and Network Configuration.

(with Hongfan Chen, Sean Zhou)

- Reject and Resubmit at *MSOM*.
- Featured in CUHK China Business Knowledge

Advertisement Traffic Allocation on Content Platforms: Product Quality v.s. Ads Quality

(with Xiaole Chen, Sean Zhou)

Conference Talk

Optimal Growth of a Two-Sided Platform with Heterogeneous Agents.

- POMS HK International Conference, HK, China, 2022
- MSOM TIE SIG Conference, Minneapolis, U.S., 2024
- CSAMSE Conference, Xiamen, China, 2024

-INFORMS Annual Meeting,

Seattle, U.S., 2024

Disruption in Multi-Tier Supply Chains: Competition and Network Configuration.

- POMS HK International Conference,

HK, China, 2021

- POMS HK International Conference,

HK, China, 2022

- POMS Annual International Conference,

Orlando,U.S., 2023

- CSAMSE Conference,

Shenzhen, China, 2023

Teaching Experience

Operation Management (Undergraduate)

Fall 2021-2025

Teaching Assistant in charge of tutorials (Teaching Evaluation: 4.6/5.0)

Operation Management (MBA)

Fall 2020

Teaching Assistant

Professional Service

Ad-hoc Reviewer: Naval Research Logistics