

# Zhiyu Zeng

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CONTACT INFORMATION	1308 Antai Building SJTU, Xuhui Campus Shanghai 200030, China	<i>Phone:</i> +86 13021254525 <i>E-mail:</i> <a href="mailto:zhiyu.zeng@sjtu.edu.cn">zhiyu.zeng@sjtu.edu.cn</a> <i>Website:</i> <a href="https://zhiyuzeng.org/">https://zhiyuzeng.org/</a>
RESEARCH INTERESTS	Online Platform, Causal Inference, Field Experiment, Structural Model, Machine Learning, Artificial Intelligence	
EMPLOYMENT	<b>Antai College of Economics and Management, Shanghai Jiao Tong University</b> <ul style="list-style-type: none"><li>Assistant Professor at the Department of Management Science 2025–Present</li></ul> <b>Olin Business School, Washington University in St. Louis</b> <ul style="list-style-type: none"><li>Post Doctoral Research Associate 2023–2025</li></ul>	
EDUCATION	<b>Business School, Imperial College London</b> <ul style="list-style-type: none"><li>Visiting student in Analytics, Marketing and Operations 2022–2023</li></ul> <b>Tsinghua University</b> <ul style="list-style-type: none"><li>Ph.D. in Management Science and Engineering 2018–2023</li><li>B.S. in Industrial Engineering 2014–2018</li><li>A double-degree in Business Administration</li></ul>	
PUBLICATIONS AND PAPERS UNDER REVISION	<ol style="list-style-type: none"><li><b>Zhiyu Zeng</b>, Hengchen Dai, Dennis Zhang, Heng Zhang, Renyu Zhang, Zhiwei Xu, Zuo-Jun Max Shen. The Impact of Social Nudges on User-Generated Content for Social Network Platforms. <b>Management Science</b> <a href="#">[Link]</a></li><li><b>Zhiyu Zeng</b>, Nicholas Clyde, Hengchen Dai, Dennis Zhang, Zhiwei Xu, Zuo-Jun Max Shen. The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment. Forthcoming at <b>Manufacturing &amp; Service Operations Management</b> <a href="#">[Link]</a></li><li><b>Zhiyu Zeng</b>, Zhiqi Zhang, Tat Chan, Dennis Zhang. The Impact of Recommender Systems on Content Consumption and Production: Evidence from Field Experiments and Structural Modeling. Major reviewed at <b>Management Science</b> <a href="#">[Link]</a></li></ol>	
WORKING PAPERS	<ol style="list-style-type: none"><li>Zhiqi Zhang, <b>Zhiyu Zeng</b>, Ruohan Zhan, Dennis Zhang. Deep Learning for Policy Targeting with Continuous Treatment <a href="#">[Link]</a>.</li></ol>	
TEACHING EXPERIENCE	<b>Instructor</b> <ul style="list-style-type: none"><li>Online Master (Professionals) Core: Text Mining Summer 2024 Teaching Evaluation: Ongoing</li><li>Master Core: Text Mining Spring 2024 Teaching Evaluation: 9.67/10 (School Norm: 8.93/10)</li><li>Master Core: Prescriptive Analytics Fall 2023 Teaching Evaluation: 9.33/10 (School Norm: 9.10/10)</li></ul>	

	<b>Teaching Assistant</b>	
	• Ph.D. Core: AI & Machine Learning for Business Applications	Fall 2023
HONORS AND AWARDS	• Honorable Mention and Finalist, MSOM Student Paper Competition	2023
	• First-Class Excellence Scholarship, Tsinghua University	2022
PROFESSIONAL SERVICES	• Session Chair for 2024 INFORMS Annual Meeting	2023
	• Reviewer for Manufacturing & Service Operations Management	2024
	• Judge for INFORMS BOM Best Working Paper Competition	2023
	• Session Chair for 2023 China India Insights Conference	2023
CONFERENCE PRESENTATIONS	<b>“The Impact of Social Nudges on User-Generated Content for Social Network Platforms”</b>	
	• INFORMS Annual Meeting, Phoenix, US	2023
	• China India Insights Conference, Stanford	2023
	• INFORMS Annual Meeting, Virtual Conference	2021
	<b>“The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment”</b>	
	• Seminar Talk at Imperial College Business School, London, UK	2022
	• MSOM Conference, Virtual Conference	2021
	<b>“The Impact of Recommendations on Consumption and Creation on Online Content-Sharing Platforms”</b>	
	• 34th Annual POMS Conference, Minneapolis, US	2024
	• CSAMSE Conference, Shenzhen, China	2023
INDUSTRY EXPERIENCE	• <b>Data Analyst Intern</b> , Kwai	2018–2023
	• <b>Data Analyst Intern</b> , DiDi Chuxing	2017–2018
	• <b>Business Analyst Intern</b> , Amazon	2017
SKILLS	<b>Programming Languages:</b> Python, R, SQL, C/C++, HTML, L <sup>A</sup> T <sub>E</sub> X	

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