

Zhiyu Zeng

CONTACT INFORMATION	1308 Antai Building SJTU, Xuhui Campus Shanghai 200030, China	<i>Phone:</i> +86 13021254525 <i>E-mail:</i> zhiyu.zeng@sjtu.edu.cn <i>Website:</i> https://zhiyuzeng.org/
RESEARCH INTERESTS	Online Platform, Causal Inference, Field Experiment, Structural Model, Machine Learning, Artificial Intelligence	
EMPLOYMENT	Antai College of Economics and Management, Shanghai Jiao Tong University <ul style="list-style-type: none">Assistant Professor at the Department of Management Science 2025–Present Olin Business School, Washington University in St. Louis <ul style="list-style-type: none">Post Doctoral Research Associate 2023–2025	
EDUCATION	Business School, Imperial College London <ul style="list-style-type: none">Visiting student in Analytics, Marketing and Operations 2022–2023 Tsinghua University <ul style="list-style-type: none">Ph.D. in Management Science and Engineering 2018–2023B.S. in Industrial Engineering 2014–2018A double-degree in Business Administration	
PUBLICATIONS AND PAPERS UNDER REVISION	<ol style="list-style-type: none">Zhiyu Zeng, 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. Management Science [Link]Zhiyu Zeng, 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. Major reviewed (the 3rd round) at Manufacturing & Service Operations Management [Link]Zhiyu Zeng, 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 Management Science [Link]	
WORKING PAPERS	<ol style="list-style-type: none">Zhiqi Zhang, Zhiyu Zeng, Ruohan Zhan, Dennis Zhang. Deep Learning for Policy Targeting with Continuous Treatment [Link].	
TEACHING EXPERIENCE	Instructor <ul style="list-style-type: none">Online Master (Professionals) Core: Text Mining Summer 2024 Teaching Evaluation: OngoingMaster Core: Text Mining Spring 2024 Teaching Evaluation: 9.67/10 (School Norm: 8.93/10)Master Core: Prescriptive Analytics Fall 2023 Teaching Evaluation: 9.33/10 (School Norm: 9.10/10)	

	Teaching Assistant <ul style="list-style-type: none"> • Ph.D. Core: AI & Machine Learning for Business Applications Fall 2023
HONORS AND AWARDS	<ul style="list-style-type: none"> • Honorable Mention and Finalist, MSOM Student Paper Competition 2023 • First-Class Excellence Scholarship, Tsinghua University 2022
PROFESSIONAL SERVICES	<ul style="list-style-type: none"> • 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	<p>“The Impact of Social Nudges on User-Generated Content for Social Network Platforms”</p> <ul style="list-style-type: none"> • INFORMS Annual Meeting, Phoenix, US 2023 • China India Insights Conference, Stanford 2023 • INFORMS Annual Meeting, Virtual Conference 2021 <p>“The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment”</p> <ul style="list-style-type: none"> • Seminar Talk at Imperial College Business School, London, UK 2022 • MSOM Conference, Virtual Conference 2021 <p>“The Impact of Recommendations on Consumption and Creation on Online Content-Sharing Platforms”</p> <ul style="list-style-type: none"> • 34th Annual POMS Conference, Minneapolis, US 2024 • CSAMSE Conference, Shenzhen, China 2023
INDUSTRY EXPERIENCE	<ul style="list-style-type: none"> • Data Analyst Intern, Kwai 2018–2023 • Data Analyst Intern, DiDi Chuxing 2017–2018 • Business Analyst Intern, Amazon 2017
SKILLS	Programming Languages: Python, R, SQL, C/C++, HTML, L ^A T _E X

Last updated: August 2025