

Zhiyu Zeng

CONTACT INFORMATION	526 Kight Hall St. Louis, MO 63105 USA	<i>Phone:</i> +1 (314)2175326 <i>E-mail:</i> zengz@wustl.edu <i>Website:</i> https://zhiyuzeng.org/
RESEARCH INTERESTS	Causal Inference, Field Experiment, Structural Model, Machine Learning, Online Platform	
EMPLOYMENT	Olin Business School, Washington University in St. Louis <ul style="list-style-type: none">• Post Doctoral Research Associate in Marketing	2023–2025
EDUCATION	Business School, Imperial College London <ul style="list-style-type: none">• Visiting student in Analytics, Marketing and Operations Tsinghua University <ul style="list-style-type: none">• Ph.D. in Management Science and Engineering Tsinghua University <ul style="list-style-type: none">• B.S. in Industrial Engineering• A double-degree in Business Administration	2022–2023 2018–2023 2014–2018
PUBLICATIONS AND PAPERS UNDER REVISION	<ol style="list-style-type: none">1. 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].2. 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].3. 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">1. 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 Teaching Evaluation: Ongoing	Summer 2024
	<ul style="list-style-type: none">• Master Core: Text Mining Teaching Evaluation: 9.67/10 (School Norm: 8.93/10)	Spring 2024
	<ul style="list-style-type: none">• Master Core: Prescriptive Analytics Teaching Evaluation: 9.33/10 (School Norm: 9.10/10)	Fall 2023
	Teaching Assistant <ul style="list-style-type: none">• 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	“The Impact of Social Nudges on User-Generated Content for Social Network Platforms”	
	• INFORMS Annual Meeting, Phoenix, US	2023
	• China India Insights Conference, Stanford	2023
	• INFORMS Annual Meeting, Virtual Conference	2021
	“The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment”	
	• Seminar Talk at Imperial College Business School, London, UK	2022
	• MSOM Conference, Virtual Conference	2021
	“The Impact of Recommendations on Consumption and Creation on Online Content-Sharing Platforms”	
	• 34th Annual POMS Conference, Minneapolis, US	2024
	• CSAMSE Conference, Shenzhen, China	2023
INDUSTRY EXPERIENCE	• 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: July 2025