

Zhiyu Zeng

CONTACT INFORMATION	526 Knight Hall St. Louis, MO 63105 USA	<i>Phone:</i> +1 (314) 217-5326 <i>E-mail:</i> zengz@wustl.edu <i>Website:</i> https://zhiyuzeng.org
RESEARCH INTERESTS	Online Platform, Causal Inference, Field Experiment, Structural Model, Machine Learning, Artificial Intelligence	
EMPLOYMENT	Olin Business School, Washington University in St. Louis • Post Doctoral Research Associate	2023–Present
EDUCATION	Business School, Imperial College London • Visiting Student in Analytics, Marketing, and Operations	2022–2023
	Tsinghua University • Ph.D. in Management Science and Engineering • Advisor: Prof. Zuo-Jun Max Shen	2018–2023
	Tsinghua University • B.S. in Industrial Engineering • Double Degree in Business Administration	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, and 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, and Zuo-Jun Max Shen. The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment. Major revision (3rd round) at Manufacturing & Service Operations Management [Link].	
WORKING PAPERS	<ol style="list-style-type: none">1. Zhiyu Zeng, Zhiqi Zhang, Dennis Zhang, and Tat Chan. The Impact of Recommender Systems on Content Consumption and Production: Evidence from Field Experiments and Structural Modeling [Link].2. Zhiqi Zhang, Zhiyu Zeng, Ruohan Zhan, and Dennis Zhang. Deep Learning for Policy Targeting with Continuous Treatment.	
WORK IN PROGRESS	<ol style="list-style-type: none">1. Estimating a Repeated Search Model: An Inverse Reinforcement Learning Approach, with Shuo Zhang, Xueming Luo, Dennis Zhang, and Tat Chan.2. Evaluating Gender Bias: Price Dynamics of Male and Female Depictions in Non-Fungible Token Markets, with Zhiqi Zhang and Dennis Zhang.3. Investigating Long-Term Treatment Effects: Evidence from Field Experiment Termination and Resumption, with Zhiqi Zhang, Ruohan Zhan, and Dennis Zhang.	

TEACHING EXPERIENCE	Instructor	
	• Online master (working professionals) core: Text Mining	Summer 2024
	– Teaching evaluation: 9.00/10 (school norm: 9.04/10)	
	• Master core: Text Mining	Spring 2024
	– Teaching evaluation: 9.67/10 (school norm: 8.93/10)	
	• Master core: Prescriptive Analytics	Fall 2023
HONORS AND AWARDS	– Teaching evaluation: 9.33/10 (school norm: 9.10/10)	
	Teaching Assistant	
	• Ph.D. core: AI & Machine Learning for Business Applications	Fall 2023
	• Honorable Mention and Finalist, MSOM Student Paper Competition	2023
	• First-Class Excellence Scholarship, Tsinghua University	2022
PROFESSIONAL SERVICES	• Session Chair, 2024 INFORMS Annual Meeting	2024
	• Reviewer, Manufacturing & Service Operations Management	2024
	• Judge, INFORMS BOM Best Working Paper Competition	2023
	• Session Chair, 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, USA	2023
	• China India Insights Conference, Stanford, USA	2023
	• INFORMS Annual Meeting, Virtual Conference	2021
	“The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment”	
	• Seminar 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, USA	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: January 2025