

# Hong Deng

Erasmus School of Economics, 3062 PA Rotterdam, Netherlands

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## 🎓 EDUCATION

**Erasmus University Rotterdam**

PhD candidate in Marketing

at Department of Business Economics and Department of Econometrics

Rotterdam, Netherlands

2020-2024 (expected)

**University of Amsterdam and Tinbergen Institute**

MPhil in Economics (specialization in Econometrics)

Amsterdam, Netherlands

2018-2020

**Sun Yat-sen University**

BA & MA in Economics

Guangzhou, China

2012-2018

**Queen's University**

Academic exchange

Kingston, Canada

Sep-Dec, 2014

## 📖 RESEARCH INTERESTS

Topics: Personalization, Recommendation Systems, Digital Marketing, Marketing Analytics

Methodologies: Bayesian Econometrics, Machine Learning, Multi-Armed Bandit

## 📄 RESEARCH WORK

**"Real-Time Personalization in Dynamic Environments"** (Job Market Paper)

with Bas Donkers and Dennis Fok

*To be submitted to Marketing Science*

- Best Paper Award in the PhD track at Marketing Dynamics Conference (2022)
- Amazon Research Award (Amazon Advertising, 2022)

**"Model-Learning Bandits for Personalization"**

with Bas Donkers and Dennis Fok

*Manuscript in preparation*

**"Optimal Targeting with Multi-Faceted and Time-Varying Rewards"**

*Data analysis in progress*

**"Beyond Cultural Barriers in Interprovincial Migration: Information Communication and Identity Recognition,"** China Economic Quarterly, 2021, 21(5), 1691-1710 [[paper](#) in Chinese]

with Zhongda Li and Jianhao Lin

*Pre-PhD publication*

## 🏛️ TEACHING EXPERIENCE

- Statistics (graduate level, teaching assistant, 4.83/5), 2019
- Strategic Marketing Decision Making (graduate level, teaching assistant, 4.21/5), 2021-2023
- Seminar in Business Analytics and Quantitative Marketing (undergraduate level, instructor), 2021-2022
- Seminar in Machine Learning (undergraduate level, instructor), 2023
- Thesis Supervision (bachelor in Econometrics), 2020-2023
- Thesis Supervision (master in Data Science and Marketing Analytics), 2020

## 🗨 CONFERENCE PRESENTATIONS

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- AMA-Sheth Foundation Doctoral Consortium 2023, BI Norwegian Business School
- ISMS Marketing Science Conference 2023, University of Miami
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2022, Harvard Business School
- Marketing Dynamics Conference 2022, Georgia State University
- ISMS Marketing Science Conference 2022 (online), University of Chicago
- EMAC Doctoral Colloquium 2022, Corvinus University of Budapest
- Goethe University Frankfurt (Marketing) Internal Seminar Series, Aug 2022 (visiting PhD)

## 📄 OTHER RESEARCH ACTIVITIES

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- Conference on Data Science, Statistics, and Visualisation and the European Conference on Data Analysis 2021, Erasmus University Rotterdam (local organizing committee member)
- Reading Group on Multi-Armed Bandit 2021, Erasmus School of Economics (co-organizer)
- Erasmus School of Economics Female Network (fellow)

## 📖 SELECTED COURSEWORK

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|   |   |
|---|---|
| Advanced Mathematic                             | Florian Wagener                                 |
| Advanced Econometrics Series                    | Charles Bos, Andreas Pick, Frank Kleibergen     |
| Bayesian Econometrics                           | Richard Paap                                    |
| Machine Learning Series                         | Patrick Groenen, Pieter Schoonees, Gui Liberali |
| Economics of Networks                           | Michael König, Ines Lindner                     |
| Tools for Analysing Big Data and Complex Models | Serena Ng                                       |
| Advanced Marketing Models                       | Dennis Fok                                      |
| Choice-Based-Conjoint Modeling (workshop)       | Thomas Otter                                    |

## 🏆 HONORS AND AWARDS

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|---|-----------|
| AMA-Sheth Foundation Doctoral Consortium Fellow                             | 2023      |
| ISMS Doctoral Consortium Fellow   | 2023      |
| EMAC Doctoral Colloquium Fellow   | 2022      |
| Best Paper Award in the PhD track at Marketing Dynamics Conference          | 2022      |
| Amazon Research Award (\$20,000 cash funds and \$20,000 AWS computing time) | 2022      |
| Tinbergen Institute Full Scholarship (€23,760)                              | 2018-2020 |

## 📁 PROFESSIONAL EXPERIENCE

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| <b>IBM China</b>   | Shenzhen, China |
| IBM Blue Pathway Programme–Intern at Consulting Supply Chain | Jun-Aug, 2015   |

## ☰ ADDITIONAL INFORMATION

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Programming: Julia, R, Stata, Eviews,  $\text{\LaTeX}$

Languages: Chinese (native), English (fluent), Dutch (pre-intermediate)

Interests: running, boxing, stand-up comedy

## REFERENCES

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**prof. dr. Bas Donkers**  
Professor of Marketing Research  
Erasmus University Rotterdam  
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**prof. dr. Dennis Fok**  
Professor of Econometrics and Data Science  
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**dr. Vardan Avagyan**  
Assistant Professor of Marketing  
Erasmus University Rotterdam  
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## PLACEMENT DIRECTOR

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**prof. dr. Eric Bartelsman**  
Professor of Economics  
Vrije Universiteit Amsterdam  
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