

# 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*

**"When Offers Wear Out: Targeting with 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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IBM China	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 Univeristy Rotterdam  
donkers@ese.eur.nl

**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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Last updated: June 29, 2023