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Faculty of Business  
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## Education

INSEAD, PhD Management (Marketing), 2009-2014

Dissertation: *Modeling Simultaneous and Sequential Multi-Category Customer Behavior*

Advisors: Professors Hubert Gatignon, V. (Paddy) Padmanabhan, Hernán A. Bruno, Miguel Sousa Lobo

Singapore Management University, MSc Operations Management, 2007-2009

Tsinghua University, BEng Computer Science and Technology, 2002-2006

## Academic Employment

Associate Professor of Marketing, The Hong Kong Polytechnic University, 2021.09-

Assistant Professor of Marketing, National University of Singapore, 2014.07-2021.06

## Research

### Interests/expertise and topics

Development, Application, and Incubation (**DAI**) of Statistics, Artificial intelligence, Neuroscience, and Economics based (**SANE**) solutions for business problems, using a Data-driven, Analytics-empowered, and Intelligence-guided (**DAI**) approach

Digital economies; platform economies; two-sided markets; cross-border commerce; environmental, social, and governance (ESG); innovation

Social influences; externalities; instant retail; pay-what-you-want; omnichannel; previews; free samples; decision biases; emotion; satisfaction; nudging; learning; privacy

### Journal Publications

<sup>†</sup> equal authorship. <sup>‡</sup> correspondence. <sup>\*</sup> students (PhD, Postdoc, RA) when project started

1. Liang, Ce\*, Lu Meng\*, Shen Duan\*, Dai Yao, and Yuwei Jiang, "Let Me Show You What Your Tips Can Do! Materially Referenced Tip Recommendation Prompts Tipping," *Journal of Consumer Research*, forthcoming.

2. Lobo, Miguel Sousa, and Dai Yao, "Fat Tails in Human Judgment: Empirical Evidence and Implications for the Aggregation of Estimates and Forecasts," *Management Science*, forthcoming. [[SSRN](#)][[DOI](#)]
3. Yao, Dai, Shijie Lu, and Xingyu Chen, "Crowding-Out in Content Monetization under Pay What You Want: Evidence from Live Streaming," *Production and Operations Management*, forthcoming. [[SSRN](#)][[DOI](#)]
4. Yao, Dai, Chuang Tang\*, and Junhong Chu (2023), "A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets," *Marketing Science*, 42(1), 166-188. [[SSRN](#)][[DOI](#)]
  - [Github Repo](#), [Some relevant slides \(in Chinese\)](#)
5. Duong, Hai Long\*, Junhong Chu, and Dai Yao (2023), "Taxi Drivers' Response to Cancellations and No-shows: New Evidence for Reference-dependent Preferences," *Management Science*, 69(1), 179-199. [[SSRN](#)][[DOI](#)]
6. Lin, Yan, Dai Yao, and Xingyu Chen (2021), "Happiness Begets Money: Emotion and Engagement in Live Streaming," *Journal of Marketing Research*, 58(3), 417-438. [[DOI](#)] († equal contribution by first two authors)
  - [Lead Article](#), [JMR 2022 Top Cited Articles \(# 2\)](#), [JMR Most Read Articles](#), [JMR Most Cited Articles \(# 1 of all papers in past three years\)](#)
  - 第十一届深圳市哲学社会科学优秀成果奖
7. Lu, Shijie, Dai Yao, Xingyu Chen, and Rajdeep Grewal (2021), "Do Larger Audiences Generate Greater Revenues under Pay What You Want? Evidence from a Live Streaming Platform," *Marketing Science*, 40(5), 964-984. [[DOI](#)]
8. Chen, Xingyu, Xing Li, Dai Yao, and Zhimin Zhou (2019), "Seeking the Support of the Silent Majority: Are Lurking Customers Valuable to UGC Platforms?" *Journal of the Academy of Marketing Science*, 47(6), 986-1004. [[SSRN](#)][[DOI](#)] († authors in alphabetical order)
  - [Lead Article](#)
9. Chae, Inyoung, Andrew Stephen, Yakov Bart, and Dai Yao (2017), "Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns," *Marketing Science*, 36(1), 89-104. [[SSRN](#)][[DOI](#)]
  - [MSI Research Grant #4-1967, 2015, USD 7,200](#)

### *Selected Working Papers*

10. Hao, Yulin\*, and Dai Yao†, "Store Visits, Locations, and Customer Perceptions: Market Structure Analysis with Customer Trajectories in Shopping Malls," [[SSRN](#)], preparing for resubmission at *Marketing Science*.
11. Li, Xing, Dai Yao, and Xingyu Chen, "Ordeal by Innocence: Proactive Nudging and User Engagement in Online Communities," major revision at *Journal of the Academy of Marketing Science*.

12. Chen, Xingyu, Yan Lin, and Dai Yao<sup>†</sup>, "Streamer Smiles, Motivations, and Viewer Engagement in Live Streaming," († authors in alphabetical order) preparing for submission.
13. Qin, Rui\*, Yue Katherine Feng, and Dai Yao, "The Impact of AI-Generated Summaries on User Engagement in Video-Sharing Platforms: Evidence from a Randomized Field Experiment," [SSRN] († last two authors in alphabetical order), major revision at *MIS Quarterly*.
14. Ren, Sijiong\*, Yue Guan, Banggang Wu<sup>†</sup>, and Dai Yao<sup>†</sup>, "When More Fishes Come to a Small Pond: Competition and Resilience in Cross-border E-commerce", under review at *Management Science*.
15. Liu, Mingyang\*, Bicheng Yang, and Dai Yao, "Encouraging Content Creation via Public AI Chatbots: Evidence from a Social Media Platform," under review at *Journal of Marketing Research*.
16. Xie, Yucheng\*, Bicheng Yang, and Dai Yao, "'You' Are Great: Narrative Perspectives and Consumer Response in Offline Retail," under review at *Journal of Marketing Research*.

### *Business Cases*

1. Wang, Chuang, Minna Bai, and Dai Yao<sup>†</sup> (2023), "Leyao's Diversification: Vertical or Horizontal?" [Ivey Publishing, Harvard Business Publishing](#).
2. Chen, Xingyu, Li Ji, Ling Jiang, Shijie Lu, and Dai Yao<sup>†</sup> (2020), "Mobiuspace: Venturing into Emerging Markets," [Ivey Publishing, Harvard Business Publishing](#).
3. Chen, Xingyu, Ling Jiang, Li Ji, and Dai Yao<sup>†</sup> (2020), "Youliaodao in the Era of Paid Knowledge: Go Big or Go Home?" [Ivey Publishing, Harvard Business Publishing](#).

### *Practice-Oriented Materials*

1. Sun, Yacheng, Dai Yao, and Yijun (Adrien) Zou (2023), "Towards a Utopian Smart Retail Industry," [Tsinghua Business Review](#), 4, 6-14. [Published version](#).

### *Students*

#### *PhD/PostDoc/RA at HK PolyU*

**HKPFS**=[Hong Kong Postgraduate Fellowship](#); **PPPFS**=[PolyU Presidential PhD Fellowship](#);

**PRPgS**=[PolyU Research Postgraduate Scholarship](#); **DPDP**=[Dual PhD Degree Programmes](#);

**JPSS**=[Joint PhD Supervision Scheme](#);

**URIS**=[Undergraduate Research and Innovation Scheme](#)

2024-2026, Dr. Dan BI (PhD, XJTU); Postdoc Fellow (**competitive**), FB, PolyU

2025-, chief advisor; Haishan YE, **HKPFS (competitive)**.  
2025-, chief advisor; Peiyi LUO, **PRPgS (competitive)**, nomination for **PPPFS**.  
2025-, chief advisor; Jing YAN, **PRPgS**.  
2025-, co-advisor (chief advisor: Prof. Yuwei JIANG); Jiayi QIN, **HKPFS (competitive)**.  
2024-, chief advisor (co-advisor: Prof. Bicheng YANG); Sijiong REN, **PRPgS**  
2024-, co-advisor (chief advisor: Prof. Bicheng YANG); Mingyang LIU, **PRPgS**  
2023-, co-advisor (chief advisor: Prof. Yue Katherine FENG); Rui QIN, **PRPgS**  
2023-, co-advisor (chief advisor: Prof. Bicheng YANG); Yucheng XIE, **PRPgS**  
2022-, co-advisor (chief advisor: Prof. Yue Katherine FENG); Pengyao SUN, **HKPFS**  
2025-, with Prof. Jianxiong HUANG, SCUT; Yixing YANG, **DPDP (competitive)**.  
2024-, with Prof. Xinyue ZHOU, ZJU; Aojie ZHANG, **DPDP (competitive)**  
2024-, with Prof. Lu HUANG, SCU; Qian RUAN, **DPDP (competitive)**  
2024-2025, chief advisor; Ziqian SHAN, **PPPFS (competitive)**  
2024, Qiang XU (PhD at USTC, with Prof. Yongjun LI), RA  
2024, Bu LI (PhD at THU, with Prof. Zhijie LIN, THU), RA  
2023-2024, Qingyu YOU (National School of Development, PKU), RA  
2023-2024, Dr. Banggang WU (PhD, THU); Postdoc Fellow(**competitive**), FB, PolyU  
2023-2025, with Prof. Gengzhong FENG, XJTU; Baozhen ZHAN, **JPSS (competitive)**  
2023-2024, with Prof. Zili ZHANG, HIT; Yujie WANG, **DPDP (competitive)**  
2025-2026, supervisor; Skye Rafaelle TAN, **URIS (competitive)**  
2023-2024, supervisor; Yuguang PAN, **URIS (competitive)**

### *Other PhD students (here and there without my direct supervision)*

2025-, Shuyu LIANG, HKBU  
2025-, Huitian ZHANG, HKBU  
2025-, Hanlou ZHANG, HK PolyU (chief advisor: Prof. Xin XU)  
2025-, Siqi WANG, NUS Business School, National University of Singapore  
2025-, Jun LUO, Faculty of Business Administration, University of Macau  
2023-, Yulin HAO, Simon Business School, University of Rochester  
2023-, Run WENG, SCUT-CN (chief advisor: Prof. Chuang WANG)  
2023-, Tongshu YANG, HKU (chief advisor: Prof. Junhong CHU)  
2022-, Kane KOH, Faculty of Business and Economics, University of Melbourne  
2021-2024, Angela Yi GAO, HK PolyU  
2022, Yuqing GU, Michigan Ross

## *PhD at NUS*

2014-2019, chief advisor (co-advisor: Prof. Junhong CHU); Chuang TANG, [President's Graduate Fellowship](#); initial placement ([PKU-HSBC](#)).

2014-2016, chief advisor; Yue WANG; initial placement ([SUSS](#)).

## *DBA at HK PolyU*

2025-, chief advisor; Fang YUAN

2025-, chief advisor; Shida HUANG

2025-, co-advisor; Yiqing ZHAO (chief advisor: Prof. Xin XU)

2025-, chief advisor; Kun ZHANG

2024-, chief advisor; Zhenghan HE

## **Grants (over HKD 16M, ≈ SGD 200K, and others including CNY, EURO, and USD)**

*GRF=General Research Fund in Hong Kong; RGC=Research Grants Council;*

*MSI=Marketing Science Institute; AcRF=Academic Research Fund in Singapore;*

*NTFCF=黃廷方慈善基金(Ng Teng Fong Charitable Foundation Research Fund);*

*NSFC=国家自然科学基金(National Natural Science Foundation of China);*

*NSF-GD=广东省自然科学基金(National Natural Science Foundation, Guang Dong);*

*NSSFC=国家社会科学基金(National Social Science Foundation of China);*

- external (beyond HK PolyU)

2026-2028 (PI), *GRF*, #15512325, *RGC*, HKD 890,000

2026-2031 (主要参与人), 智能感知环境下的企业智能营销模型研究, [2025年度管理科学部重点项目](#), *NSFC*, led by Yacheng SUN at THU (PI), CNY 2,000,000.

2023 (Co-PI), Research Grant, *MSI*, USD 5,000

2023-2026 (PI), *GRF*, #15505023, *RGC*, HKD 669,895

2022-2025 (PI), *GRF*, #15509522, *RGC*, HKD 634,500

- internal (within HK PolyU)

2024-2027 (PI), *Collaborative Research with World-Leading Research Groups*, HK PolyU, HKD 1,167,200; **only 6 projects awarded in total**

2025-2026 (PI), Incentive Scheme for GRF Score 3.5, MM Dept., HKD 50,000

2025-2026 (PI), Incentive Scheme for GRF Early Submission, MM Dept., HKD 10,000

2025-2028 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 240,000

2024-2027 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 240,000

2023-2026 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 180,000

2022-2025 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 180,000

2021-2024 (PI), Start-up Grant, HK PolyU, HKD 500,000

- *For supervising PhD and Postdoc*

2025-2029 (co-advisor of Jiayi QIN), **HKPFS (competitive)**, ≈ HKD 1,200,000

2025-2029 (advisor of Haishan YE), **HKPFS (competitive)**, ≈ HKD 1,200,000

2025-2029 (advisor of Peiyi LUO), **PRPgS (competitive)**, ≈ HKD 1,200,000

2025-2029 (advisor of Jing YAN), **PRPgS**, ≈ HKD 1,200,000

2025-2027 (advisor of Yixing YANG, SCUT), **DPDP (competitive)**, ≈ HKD 450,000

2024-2026 (advisor of Qian RUAN, SCU), **DPDP (competitive)**, ≈ HKD 450,000

2024-2026 (advisor of Aojie ZHANG, ZJU), **DPDP (competitive)**, ≈ HKD 450,000

2024-2028 (advisor of Ziqian SHAN), **PPPFS (competitive)**, ≈ HKD 1,200,000

2024-2028 (advisor of Sijiong REN), **PRPgS**, ≈ HKD 1,200,000

2024-2028 (co-advisor of Mingyang LIU), **PRPgS**, ≈ HKD 1,200,000

2023-2025 (advisor of Yujie WANG, HIT), **DPDP (competitive)**, ≈ HKD 450,000

2023-2027 (co-advisor of Rui QIN), **PRPgS**, ≈ HKD 1,200,000

2022-2026 (co-advisor of Pengyao SUN), **HKPFS (competitive)**, ≈ HKD 1,200,000

2024-2026 (advisor of Dr. Dan BI, XJTU), **Postdoc (competitive)**, ≈ HKD 720,000

2022-2024 (advisor of Dr. Banggang WU, THU), **Postdoc (competitive)**, ≈ HKD 720,000

2023-2024 (advisor of Baozhen ZHAN, XJTU), **JPSS (competitive)**, HKD 196,600

2025-2026 (advisor of Skye Rafaelle TAN, PolyU-MM), **URIS (competitive)**, HKD 50,000

2023-2024 (advisor of Yuguang PAN, PolyU-EIE), **URIS (competitive)**, HKD 40,000

- *Prior to HK PolyU*

2018-2020 (PI), **AcRF Tier 1**, Ministry of Education, Singapore, SGD 40,000

2017-2018 (Co-PI), **NTFCF**, SGD 33,560

2015-2017 (PI), **Humanities and Social Sciences Seed Fund**, NUS, SGD 35,000

2014-2017 (PI), Start-up Grant, NUS, SGD 90,000

2013-2014 (Co-PI), INSEAD Research Fund, € 1,800

2012-2012 (PI), Data Grant from **Wharton Consumer Analytics Initiative**

- *Grants from Mainland*

2014-now (Collaborator), multiple projects funded by **NSFC**, **NSF-GD**, and **NSSFC**

## Awards

2023, **Outstanding Young Researcher**, Faculty Prizes, FB, HK PolyU

## Academic Presentations

\* selected presentations by coauthors.

When More Fishes Come to a Small Pond: ...

- MASS, UNSW (2026, *scheduled*)

"You" Are Great: ...

- MASS, UNSW (2026, *scheduled*)

Love Me, Love My Dog? ...

- CMAU Annual Meeting of the Enterprises, ZJU-CN (2025)

Benchmarking with GenAI (Combining two studies: Ye et al. 2025; Bi et al. 2025)

- HK Quant Mkt Seminar Series (2025)

AI Generated Summaries, Consumer Behaviors, and Business Implications

- CMAU Annual Conf, SDU-CN (2025)

Store Visits, Locations, and Customer Perceptions: ...

- HK Quant Mkt Seminar Series (2024); China India Insights Conf. Yale & HKU (2024); MKSC Conf, UNSW (2024); SJTU-CN (2024); CUC-CN (2025); NTU (2025)

The Unintended Narrowing of Variety: ...

- MKSC Conf, UGA (2025); MASS, UNSW (2026, *scheduled*)

Can Public AI Chatbots Act as Social Nudges ...

- MKSC Conf, UGA (2025)

Why Do More Free Samples Lead to Less Purchases in Digital Content Market: ...

- China India Insights Conf. Yale & HKU (2024)

In-Store Social Crowdedness and Customer Behaviors

- HK Quant Mkt Conf, HKU (2023); UMacau (2023); MKSC Conf, UMiami (2023)

Roses are Also Fragrant in Others' Hands: ...

- HK Quant Mkt Seminar Series (2023); MKSC Conf, UMiami (2023); TPM Conf, HEC Lausanne (2023)

All Smiles Are Not Created Equal: ...

- MKSC Conf, UGA (2025); ACR Asia-Pacific Conference, Indonesia (2024); MM-SHTM Joint Symposium on "New Frontier in the Service Industry", PolyU (2024); Marketing and the Creator Economy Conf, Columbia U (2023); SUSTech (2024); UMelbourne (2022); HNU-CN (2022); UWarwick (2022); NTU (2021)

Crowding-Out in Content Monetization under Pay What You Want: ...

- TPM Conf, Columbia U (2019); MKSC Conf, UMiami (2023)

Ordeal by Innocence: . . .

- HNU-CN (2019); PKU-PHBS (2019); *Interactive Marketing Research Conf*, ULondon (2020, *cancelled*)

A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Market

- Boston College (2021); UHouston (2018)

Happiness Begets Money: Emotion and Engagement in Live Streaming

- HK PolyU (2021); THU-CN (2020); PKU-Guanghua-CN (2020); HKCU (2020); MKSC *Virtual Conf*, Duke (2020); *The 18th Pre-ICIS Workshop on e-Business*, Munich, DE (2019)\*; *Conf on AI & ML, and Business Analytics*, Temple (2019)

Do Larger Audiences Generate Greater Revenues . . .

- XMU-CN (2018); FDU-CN (2017); PKU-Guanghua (2017); *China India Insights Conf*, Yale & INSEAD (2018); *NUS-Tsinghua Workshop on Digital Economy* (2018); *The 12th Annual Bass FORMS*, UTD (2018)\*; *Conf on Digital, Mobile Marketing, and Social Media Analytics*, NYU (2017)\*; *Marketing Dynamics Conf*, HKUST (2017); MKSC *Conf*, USC (2017)

Prospect of Financial Rewards Induces Strategic Provision of Voluntary Content

- HEC Paris (2019)\*; *NUS-Tsinghua Workshop on Digital Economy* (2019)

Content Monetization and Preview Design

- *Marketing Analytics Symposium at Sydney* (MASS), UNSW (2020); MKSC *Conf*, Univ. of Roma Tre & NYU, Italy (2019); *Marketing Dynamics Conf*, UMD (2019); CMU-Temple *Conf on Digital Marketing and Machine Learning*, CMU (2018); NSFC-RGC Young Scholars Forum, Harbin, China (2018)\*; *NUS-USTC Workshop on Data Driven Prescriptive Analytics*, NUS (2018)

Multi-Step Matching in Peer-to-Peer Sharing Markets

- *China India Insights Conf*, Yale & INSEAD (2018)\*; *INFORMS International Conf*, Taipei (2018); *JMS China Mkt Conf*, Jinan Univ. (2017)\*; MKSC *Conf*, FDU-CN (2016)\*

Online Retail in Developing Economies: Drivers of Product Returns

- OSU (2019); SZU-SABS-CN (2019); *MSOM Conf*, Dallas (2018)\*; *POMS Conf*, Houston (2018)\*

Taxi Drivers' Response to Cancellations and No-shows: . . .

- *Quantitative Marketing and Economics Conference*, UChicago (2018)\*

The Impact of Response Time in Matching Markets

- WHU-CN (2017); RUC-CN (2016); SZU-CN (2016); *JMS China Mkt Conf*, JNU-CN (2017)\*; *China Mkt International Conf*, UIBE-CN (2017)\*

Demand Estimation with Non-Constant Stochastic Variances: . . .

- HK PolyU (2017); *Marketing Dynamics Conf*, THU-CN (2015); MKSC *Conf*, JHU (2015)

### Multi-Feature Product Usage with Learning

- INSEAD Brownbag Seminars (2013); Greater-China Conf on Mobile Big Data Marketing, CUHK (2016); MKSC Conf, Istanbul (2013)

### Why Customers Upgrade Their Reserved Options: · · ·

- Wharton (2014)\*; Marketing Dynamics Conf, Stanford (2014)

### Human Judgment is Heavy-Tailed: · · ·

- Multidisciplinary Decision Science Symposium, Singapore (2010); INFORMS Annual Meeting, UT Austin (2010)

## *Discussant*

Deep Network Representation Learning for Market Structure Discovery. Yi Yang, Kunpeng Zhang, and P.K. Kannan. *The 14th Bass FORMS*, UT Dallas, 2020

## Invited Speakings in Public and Presentations in Corporates

Influencer Identity and Live Streaming Commerce, 中国高等院校市场学研究会企业年会·浙江大学, Oct 2025 ([Photo](#), [Report](#))

Omni-Channel Marketing, 鱼你在一起 (Yonny), May 2025 ([Photo 1](#), [Photo 2](#), [Report](#))

Users, Communities, Incentives, and Some New Revenue Models, 湖畔创研中心 (Hu-pan Entrepreneurship Research Center), Oct 2024

Social Media Marketing Empowered by New Technologies, 贵州茅台江苏省经销商联谊会 (Dealer Sodality in Jiangsu Province, Kweichow Moutai), Jul 2024 ([Video](#), [Report](#)).

Emotional Value in Digital World, [Influencer Marketing Symposium](#), Asian Centre for Branding & Marketing, Hong Kong PolyU, Dec 2023.

Emotional Value in Digital World, 成都国腾集团 (Chengdu College of University of Electronic Science and Technology of China & Global Tel), Oct 2023 ([Photo](#))

Digital Renaissance—Greater Bay Area Cultural Innovation Forum, HKU Business School Shenzhen Center, Sep 2023.

Roundtable Forum, 中关村论坛系列活动 (ZGC Forum), May 2023 ([Photo 1](#), [Photo 2](#))

Sharing Economy, 信永中和 (Shine Wing International), Dec 2021 ([Github](#), [Slides](#))

Asia Pricing & Revenue Management Summit, Aug 2019 ([link](#))

Mining Consumer Financing Data, Visa Inc., Feb 2019

Online Business and Digital Marketing, 6estates, Aug 2018

Mobile Games and Customer Lifetime Value, 伯乐游戏 (Bolegames), Dec 2017

Multiple project specific presentations at collaborating firms including PPzuche, Shopee (NYSE:SE), 賴事百科 (Qiushibaike), 大宇无限 (Mobiuspace), 汽车之家 (AutoHome, NYSE:ATHM), 学堂在线 (Tsinghua XuetangX), 正保远程教育 (China Distance Education Holdings, NYSE:DL, delisted), 爱笔智能 (Aibee), 敦煌网 (DHgate), 惠农科技, 四川省医学科学院·四川省人民医院, 中国移动香港 (CMHK), among others.

## Teaching

### *At HK PolyU*

MM6414, AI Management & Marketing Strategy, DBAI, 2025-.

MM6761, Machine Learning Empowered Business Intelligence (MLE.BI), PhD, 2024-; [Github Link](#);

MM3851, Social Media Marketing, BBA, 2022-

MM4942, Capstone Project, BBA, 2022- (7 groups by far)

MM5831, Social Media Marketing, Taught Masters, 2022-

MM5971, Practice of Marketing Management, 2024 (Jia LU; Yun WU; Ling LIU; Sin Yuen CHAN)

MM597, Marketing Management Dissertation, 2024 (Jiaxin HUANG)

MM601/603, Independent Studies in Business, 2024 (Kun ZHANG), 2025 (Zhenghan HE, Shida HUANG, Fang YUAN, Yiqing ZHAO)

新技术与大宗商品国际贸易, EMBA (3 hrs), [招商轮船](#), PReCIT, Sep 2025.

### *At HK PolyU Shenzhen Research Institute (SZRI)*

全渠道市场营销, EMBA (1 day), [鱼你在一起](#), May 2025

### *At NUS*

MKT3761E, Marketing in Social Networks, BBA, 2021

BMS5504, Marketing Analysis and Decision Making, Masters, 2018-2020

MKT3421/MKT3811, Marketing Analysis and Decision Making, BBA, 2015-2020

DBA3702, Descriptive Analytics with R, BBA, 2019,2020

### *Guest Lectures/Teaching*

Marketing Management (2 days), HNU-CN, Dec 2025 (*scheduled*)

Data Aggregation and Business Implications (2×3 hours), HKCU, Oct & Nov 2025 (*scheduled*)

Data Aggregation and Business Implications (16 hours), SCUT-CN, May 2025  
Marketing Analytics, BBA (5 hours), SKKU-KR, Nov 2024  
Quant Research on Influencer Marketing, DBA ( $2 \times 1.5$  hours), HK PolyU, Sep 2024  
Consumer Behavioral Research, PhD (20 mins), HKCU, Sep 2024  
Platform Economy, PhD (2 hours), University of Connecticut, Mar 2024  
Emotional Value in Digital World, Masters (3 hours), HKCU, Nov 2023  
Machine Learning Empowered Business Intelligence ([MLE.BI](#)), Masters (15 hours), XMU-CN, Jul 2023  
Live Streaming, Social Media Marketing, BBA (2 hours), HKU, Mar 2023  
Live Streaming, PhD (2 hours), NTU, Apr 2022

## Services

### *Community*

Ad hoc reviewer: *Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Production and Operations Management, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Service Research, Journal of Interactive Marketing, Journal of Retailing, Transportation Research Part E, Journal of Marketing Management, International Journal of Human-Computer Interaction, Political Research Exchange, MSI Alden G. Clayton Proposal Competition*

**Associate Editor:** *Journal of Business Research*, Jan 2025-

### *At HK PolyU*

Program committee member for DBAI and DMgt (SUSTech), 2025.09-now.

Departmental staffing committee member, 2023.09.01-now.

Boarder member of School of Design (representing Faculty of Business), 2022.09-2024.08.

Supervisor and/or examiner in almost all programs across the faculty including BBA, Taught Postgraduate Program, Research Postgraduate Program (PhD), DBA, and Doctor in Management (DMgt), 2022.08-now.

### *At NUS*

Quant seminar coordinator for the Marketing department: 2016.08-2018.07.

PhD committee member for the Marketing department: 2019.12-2021.06.

Supervisor or examiner in various programs including BBA, MBA, Chinese EMBA, and PhD, 2015.07-2021.06

## Other Schools

External examiner, DBA HKCU, Zhongwei WANG (2023), Huiyuan FENG (2024), Xi-aolong CHEN (2025).

External examiner, DBA HKU, Shanfeng ZHANG (2025).

Examiner of PhD Comprehensive Exam at HKBU, Qing LI (2024)

## Industrial Experience

Involvement: 营销智库 (SANE.ZONE); 要得智能 (YAOD.AI); 麻了智能 (MLE.BI); 跨境贸易研究中心(筹) (XBC); YUNLYzer.com; analysable.ai; 爽基金 (invest for fun);

Fulltime employee at Youdao.com (NYSE:DAO, affiliated with Netease, NASDAQ:NTES, 2007.03–07).

Fulltime intern/trainee at Microsoft Research Asia (NASDAQ:MSTF, 2006.07–2007.03), International Data Corporation (IDC, affiliated with IDG Capital, 2006.03–06), Infosys (NYSE:INFY, 2005.09–2006.03, in India), Sohu.com (NASDAQ:SOHU, 2005.07–09), among others.

Juvenile explorations:

- (a) **Trader**, JPMorgan SG, Proprietary Trading (2008, *cancelled due to global financial crisis*).
- (b) **Co-Founder**:
  - i. Yehtes Ltd., a platform for investment and information exchange: (Singapore 2008, [200814214R](#), *written off*)
  - ii. 蚂蚁数据智能 (Ant Data Intelligence, Shenzhen 2019, *written off*)