

# Jesse Yu-Chieh Kuo

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## Current Position

### The University of Chicago Booth School of Business

Research Professional to Professor **Rimmy E. Tomy**

Chicago, Illinois

Jul. 2024 - Present

## Education

### The University of Chicago Booth School of Business

Research Professional to Professor **Rimmy E. Tomy**

Chicago, Illinois

Jul. 2024 - Present

### National Taiwan University

B.B.A. in Information Management; GPA: 3.93 Magna cum laude

Taipei, Taiwan

Sep. 2018 - Jun. 2023

- **Ph.D.-level Economics Courses:** Microeconomics, Econometrics, Bayesian and Network Econometrics, Computational Methods for Econometrics, Economic Analysis of Social Networks.
- **Ph.D.-level Business Courses:** Game-Theoretic Approach Marketing, Information Economics, Platform Strategy.
- **Computer Science Courses:** Text Mining (Ph.D.-level), Machine Learning (Ph.D.-level), Data Structure and Advanced Programming, The Design and Analysis of Algorithms, Database.
- **Mathematics Courses:** Analysis, Advanced Statistics (Ph.D.-level), ODE/PDE, Operations Research, Convex Optimization (Ph.D.-level), Machine Learning Theory (Ph.D.-level).

## Research

### Behavior and Data Science Research Center, National Taiwan University

Research Assistant to Professor **Chih-Sheng Hsieh**

Jun. 2022 - Present

- Implemented regressions to analyze the effect of big events and spillover in the MeToo movement after adopting West (2021) to calibrate the normalized Google Trends time-series data and build a complete two-year panel dataset.
- Employed the network analysis approach to examine suburbanization and rural labor performance in China by using SQL to utilize a 200GB telecom dataset with tens of billion entries for the communication networks of mobile phones.
- Estimated the impact of users' friendship network sizes, behaviors, and patterns on users' selection of tariff plans, call durations, and cellphone models and extended to the marketing research.

### Department of Economics, National Taiwan University

Research Assistant to Professor **Yu-Chang Chen**, **Hsin-Tien (Tiffany) Tsai**, and **Ming-Jen Lin**, in **CCL Lab**

Aug. 2023 - Present

- Explored user behaviors and patterns and their purchasing results by using data from a large e-commerce platform.
- Worked on extending Jeziorski and Segal (2015) to estimate consumer impatience in various markets using our dataset.
- Proposed research plans to evaluate and improve the usage and efficiency of research funds by the government.

### Department of Information Management, National Taiwan University

Research Assistant to Professor **Chih-Ping Wei**

Jun. 2022 - Feb. 2023

- Conducted literature reviews in economics, management, marketing, and finance applying sentiment analysis.
- Worked on modeling the confidence level of information from online reviews toward varying sentiment and arousal.