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Jesse Yu-Chieh Kuo

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Current Position

The University of Chicago Booth School of Business   Chicago, Illinois
*Research Professional to Professor **Rimmy E. Tomy***   *Jul. 2024 - Present*

Education

The University of Chicago Booth School of Business   Chicago, Illinois
*Research Professional to Professor **Rimmy E. Tomy***   *Jul. 2024 - Present*

National Taiwan University   Taipei, Taiwan
*B.B.A. in Information Management; **GPA: 3.93** Magna cum laude*   *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.