Yu-Chieh (Jesse) Kuo

+886-917-061-223 | ujkuo@ntu.im | **https://ujkuo.github.io**

Education

National Taiwan University Taipei, Taiwan

B.B.A. in Information Management; ***GPA: 3.98/4.30*** *Sep. 2018 - June 2023*

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

Research Experience

Behavior and Data Science Research Center, National Taiwan University

Research Assistant to Professor ***Chih-Sheng Hsieh*** *and Professor* ***C.Y. Cyrus Chu*** *June 2022 - Present*

- Used a statistical estimation model to calibrate the normalized raw search records for over 500 suspicious celebrities cleaned and extracted from Google Trends to build complete two-year panel data to initiate further analysis.
- Developed and implemented regressions to analyze the effect of big events and spillover in the MeToo movement.
- Established and visualized large-scale network from 14GB Taiwanese companies' dataset with millions of entries.

Department of Information Management, National Taiwan University

Research Assistant to Professor ***Chih-Ping Wei*** *June 2022 - Present*

- 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.

Independent Research

Online Learning Behavior, Peer Effects, and Education

Term Project for Economics Analysis of Social Networks *Spring 2022*

- Proposed an interdiscinpling research project combining economics, computer science, education and learning science and aiming at uncovering the relationship between the offline peer effects and online learning behavior.+
- Surveyed 40+ pieces of literatures from different fields to establish the research objectives, impacts, and methodologies.
- Sought the collaboration positively with NTU COOL, an online platform providing professors and students at National Taiwan University to hold courses and learn online, to obtain large-scale online student learning behavior data.

Political Sentiment Analysis: A Survey of U.S. Media's Attitude toward China Before and After the Presidential Election

Term Project for Text Mining *Fall 2021*

- Investigated the media's attitude before and after the precidential election in the U.S. after surveying five pieces of literature regarding sentimental analysis of economics and found different accessible data resources.
- Studied and compared the performance of sentence embeddings from different natural language analysis and sentiment analysis packages and methods to determine the methodology to use and verified the scrapped data quality.
- Experimented the text's cosine similarity with TF-IDF and word embeddings from pre-collected 6000+ tweets.

Online-Offline Retailing Cooperation with BOPS Scheme under Price Competition

Term Project for Information Economics *Spring 2021*

- Surveyed five pieces of literature related to the topics of competition between retailers and online-offline relationships, especially the adoption of the BOPS (Buy Online and Pick up in-Store) strategy.
- Formulated a game-theoretic model to analyze the cooperation relationship between online and offline retailers.
- Discussed the firm's efficiency and incentive compatibility to derive the conditions for successful cooperation.

Skills

Programming: Python, R, Stata, shell scripts, SQL, C++, Git/Github, Markdown, LaTeX.
Python Package: NumPy, pandas, Matplotlib, TensorFlow, PyTorch, NLTK, scikit-learn, SciPy, statsmodels, BERT, pytrends, Requests, beautifulsuop4, CVXPY, RegEx, Gurobi, NetworkX.
Languages: Mandarin (Native), Taiwanese (Native), English (Proficiency).