

# Jesse Yu-Chieh Kuo

Booth School of Business • 5751 S. Woodlawn Ave. • Chicago, IL 60637

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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

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, Empirical IO, Empirical Game Theory.
- **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 - Jun. 2024

- Analyzed 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 - Jan. 2024

- 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 e-commerce.
- 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.

## Teaching

Operations Research

Senior Elective Course, 100+ students

Teaching Assistant to Professor **Ling-Chieh Kung** at National Taiwan University

Mar. 2022 - Jun. 2022

- Verified three assignments, two case studies, and the final exam and wrote six corresponding solutions with the rigorous mathematical statement and one additional assignment writing guidance to help and encourage students.
- Built course-oriented  $\LaTeX$  class files and documents to modularize and accelerate the file writing process.
- Graded 300+ assignments and 100+ exam papers in a few days and managed grades for 100+ enrolled students.
- Summarized precautions and details for the TAs work in this course in a handover document to help the TAs in the future.

## Independent Research

### 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*

- Employed sentimental analysis and natural language processing to investigate the media's attitude before and after the presidential election in the U.S. and incorporated accessible data sources and APIs.
- Polished pre-collected 6000+ Twitter data and examined the text's cosine similarity with TF-IDF and word embedding.
- Experimented with the performance of different natural language analysis and sentiment analysis packages and methods, then verified the sentiment change of medias and found the semantic differences between pre-/post-election articles.

### Online-Offline Retailing Cooperation with BOPS Scheme under Price Competition

*Term Project for Information Economics*

*Spring 2021*

- Surveyed tens of marketing literature related to the topics of cooperation and competition between online and offline retailers and their 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.

## Other

### Scholarship

- Sun Chen Scholarship, 2023.

### Service

- Student Representative at NTUSC (National Taiwan University Student Congress), 2022-2023.
- Facilitator for Department Expo at NTU Azalea Festival, 2021-2023.
- Facilitator for NTUIM (National Taiwan University (Department of) Information Management) Computational Thinking and Programming Design Camp, 2021.
- Core member of the teaching department at NTU Tutor Team, a non-profit organization that aims to eliminate educational inequality in Taiwan, 2021.