Wanyuan Jin (Vita)

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Education

Sun Yat-sen University, B.M. in Exhibition Economy and Management   Sep 2016 – Jun 2020
- **GPA:** 3.9/4.0
- **Coursework:** Business Statistics (100, 1st in class); Marketing (90, 1st in class); Advanced Mathematics (98)
- School of Tourism Management ranked **#1 in Mainland China**, **#3 globally** (ShanghaiRanking 2024)

Research Interests

- **Areas**: Human Computer/AI Interaction, Mobile Commerce, Platform Ecosystem
- **Methodologies**: Econometrics, Applied Machine Learning, Field/Lab Experiments

Current Research

The Serendipity Switch: A Novel Luck-based Explanation Framing for Enhancing User Acceptance of Generative AI Recommendations
- **Research Gap:** Modern recommender systems deliver highly personalized and often serendipitous content, yet their explanation mechanisms remain generic, factual, and non-personalized. This mismatch limits users' perceived serendipity and acceptance of generative AI recommendations.
- **Research Design**: This project introduces luck-based explanation framing by embedding cues of serendipity and fortunate coincidence into recommendation explanations. Drawing on Appraisal Theory and a sequential mixed-methods design (five experiments plus a qualitative study), it investigates how such framing enhances user acceptance through opportunity appraisal and perceived diagnosticity, and examines moderators including AI role-playing, product orientation, product involvement, and AI literacy.

Professional Experience

Professional Summary

Product Manager at **Tencent** with three years of experience in platform strategy. Selected into Tencent's highly competitive **Product Management Trainee Program (0.4% acceptance)** through campus recruitment and promoted to P8 (mid-to-senior level). Led cross-functional teams and mentored junior members while driving data-informed initiatives. Skilled in data-driven analysis and experimental frameworks to optimize platform performance and user engagement.

Tencent Appstore (Yingyongbao) – Product Planning Manager   Aug 2021 – Mar 2023

Led the full lifecycle development of a digital goods marketplace supporting 730+ games, 700K+ paying users, and ¥60M+ monthly GMV, focusing on platform strategy, monetization, and user lifecycle management.

- **Platform Design:** Designed modular, scalable marketplace platform with end-to-end system architecture.
- **CRM & User Analytics:** Built precision CRM system with RFM/CLV models; applied behavior-based segmentation and churn-risk prediction to boost ARPPU to ¥600+ and increase repurchase rates by 20%.
- **Pricing & Promotion:** Designed data-driven pricing and bundling strategies, achieving 3.5x ROI.
- **Product Experimentation & Analytics:** Conducted A/B tests, funnel analysis, and behavioral analytics to improve user conversion (+17%) and retention (+9%).

Tencent Live – Product Operations Manager   Jul 2020 – Jul 2021

Drove user acquisition and content creator engagement on Tencent's livestreaming platform using data-informed community strategies.

- **UGC Activation & Growth:** Applied the AARRR framework to convert viewers to content creators, activating 1,000+ new streamers and generating 8,000+ high-engagement live sessions.

- **User Research & Feedback Integration**: Conducted 50+ qualitative interviews to identify product pain points. Collaborated with engineering to reduce CPU load by 50%, improving system stability.

Research Experience

United Nations World Tourism Organization - Research Assistant   Aug 2018 - Sep 2018

Participated in a UNWTO-led sustainable tourism field study in Kaifeng, China, aimed at evaluating the city's cultural image and informing local policy for sustainable tourism planning.

- **Quantitative Research:** Designed and conducted a large-scale tourist survey (N=1300); built a moderated mediation model (Destination Image → Perceived Authenticity → Place Attachment, moderated by Tourist Involvement) using PROCESS.
- **Qualitative Research:** Performed thematic and sentiment analysis on web-scraped content and interview transcripts (50 interviews) to identify key perceptions and explore the cognitive-affective mechanism.
- **Outcome:** Contributed to a UNWTO-issued report submitted to the Kaifeng government as policy guidance.

Independent Research & Skill Development   Apr 2023 – Present

Engaged in structured self-training to strengthen empirical and computational research skills:

- **Courses:** Completed *Generative AI, Machine Learning, and Deep Learning specializations* by Andrew Ng.
- **Transformer-based AI Practice:** Applied Hugging Face Transformers to tasks in NLP, computer vision, and speech processing; gained hands-on experience in model selection, application, and deployment.
- **Kaggle Projects**: Tackled real-world problems such as demand forecasting and image classification using ML/DL techniques (e.g., XGBoost, CNNs); developed complete pipelines from data preprocessing to model evaluation.
- **Research Replication**: Reproduced classical empirical studies using econometric methods (e.g., PSM, DID).

Research Skills

Research Methodology
- **Econometrics**: DID (TWFE, Dynamic DID, CSDID, PSM-DID, Triple DID), Linear & Logistic Regression
- **AI**: ML (XGBoost, AutoML), DL (CNNs: MobileNet, ResNet; RNNs: LSTM), LLMs (BERT, GPT, Hugging Face)
- **Quantitative:** Lab/Field Experiments (Online Scenarios, A/B Testing), SEM
- **Qualitative:** Content Analysis (Web Scraping), Semi-structured Interviews

Programming: Python (TensorFlow, PyTorch, scikit-learn, pandas, NumPy, Matplotlib), R, SQL
Software & Tools: STATA, SPSS, AMOS, EasySpider, Credamo, Prolific, LaTeX, Zotero, Git
Languages: English (IELTS Overall 7.0 – R: 7.5, L: 7.0, W: 6.5, S: 6.0); Mandarin (Native)

Honors and Awards

- Tencent Elite Product Manager Data Analytics Certification (2020) – Score: 108/120
- Business Excellence Award, Tencent Live Platform Center (2020)
- Second Prize, International University Challenge at Future Leaders Forum (2019)
- First Prize, National Business Elite Competition (2018)
- National Encouragement Scholarship (2016-2019)
- The Second Outstanding Student Scholarship (2016-2017)

Internships

Baidu, Product Operations Intern	Aug 2019 – Sep 2019
Trip.com, Client Manager Intern	Jun 2019 – Aug 2019
China Mobile, Retail Operations Intern	Jun 2017 – Sep 2018

References

Prof. Qiuju Luo (Academic Advisor)

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Prof. Yaoqi Li (Professor of *Marketing* Course)

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