

Xingyu Fu · 付星宇

| | | |
|--------------------|--|--|
| CONTACT | Room 2054E, Quadrangle Building | Phone: +61 0468338105 |
| INFORMATION | School of Marketing, UNSW Business School Kensington, Sydney, NSW 2052, Australia | Email: xingyu.fu@unsw.edu.au Website: https://xingyu-fu.github.io |
| APPOINTMENT | University of New South Wales , Sydney, NSW, Australia <ul style="list-style-type: none">School of Marketing, UNSW Business SchoolLecturer (Tenure Track Assistant Professor); 2024.06 — Present | |
| EDUCATION | Hong Kong University of Science and Technology , Hong Kong <ul style="list-style-type: none">Ph.D. in Operations Management; 2020.02 — 2024.06Advisors: Ying-Ju Chen, Guillermo Gallego, and Pin GaoThesis: Social Responsibility and Sustainability in Operations Management Sun Yat-sen University , Guangzhou, Guangdong, China <ul style="list-style-type: none">B.Sc. in Math and Applied Math; GPA: 3.9/4.0; 2015.09 — 2019.06 University of California at Berkeley , Berkeley, California, USA <ul style="list-style-type: none">Visiting Undergraduate; GPA: 4.0/4.0; 2017.01 — 2017.06 | |
| RESEARCH INTERESTS | Socially Responsible & Sustainable Operations; Marketing-Operations Interface; Economics of Information, Digitization, and Artificial Intelligence | |
| PUBLICATIONS | <i>Note: † I am the first author; ‡ I am the corresponding author; * Alphabetically ordered.</i> [3‡] Sound of Silence: When to Conceal Attribute Information? The Roles of Consumer Search, Inventory, and Channel Structure, with Zihao Chen, Pin Gao, and Ying-Ju Chen, Forthcoming at Manufacturing & Service Operations Management . [2‡] Fairness Regulation of Prices in Competitive Markets, with Zongsen Yang, Pin Gao, and Ying-Ju Chen, Manufacturing & Service Operations Management 26(5):1897-1917. [1] Free Add-Ons in Services, with Pin Gao, Haoyu Liu, and Ying-Ju Chen, Service Science 14(4):292-306. | |
| WORKING PAPERS | Privacy-Preserving Personalized Recommender Systems, with Ningyuan Chen, Pin Gao, and Yang Li, Minor Revision at Manufacturing & Service Operations Management after 2 Rounds of Review. On the Design of Emission Permits Regulation Considering Temporal Compliance | |

Flexibility, with Ying-Ju Chen, Guillermo Gallego, Pin Gao, and Mengqian Lu, Under 3rd Round Review after **Major Revision** at **Manufacturing & Service Operations Management**.

- Honorable Mention at POMS-HK 2022 Best Student Paper Competition; Second Place at POMS-China 2022 Best Student Paper Competition

Optimal Job Assignment with Spillover Effects, with Pin Gao, Haoyu Liu, and Ying-Ju Chen, Under 3rd Round Review after **Major Revision** at **Naval Research Logistics**.

Discriminatory Pricing in Service Systems: The Curse of Non-Transparency, with Zihao Chen, and Ying-Ju Chen.

Managing Algorithm Manipulation by Human-AI Collaboration, with Jiexin Zheng and Jiali Zhou.

Acquisition or Extortion? Policy Implementation by a Powerful Principal, with Ying-Ju Chen, Guillermo Gallego, and Pin Gao.

Selling New Product to Rationally (In)attentive Consumer, with Zheng Xie and Ying-Ju Chen.

| | | |
|--------|--|-------------|
| HONORS | Dean's Research Fellowship (AUD 10,000 annually), UNSW | 2025 — 2026 |
| | Start-up Grant (AUD 10,000 annually), UNSW | 2024 — 2026 |
| | Hong Kong PhD Fellowship (HKD 325,200 annually), HKRGC | 2021 — 2024 |
| | Research Postgraduate Excellence Award (HKD 20,000), HKUST | 2023 |
| | RedBird Excellence Award for Continuing Students (HKD 20,000), HKUST | 2023 |
| | RedBird PhD Scholarship (HKD 40,000), HKUST | 2021 |
| | Postgraduate Studentship (HKD 216,360 annually), HKUST | 2020 |
| | Outstanding Graduates & Outstanding Undergraduate Thesis, SYSU | 2019 |
| | First-Class Scholarship, SYSU | 2016 — 2018 |
| | Overseas Study Award to UC Berkeley (CNY 100,000), SYSU | 2017 |
| TALKS | University of Sydney (Business Analytics Discipline), Sydney, Australia | 2025 |
| | Sun Yat-sen University (School of Business), Guangzhou, Guangdong, China | 2024 |
| | University of Macau (Faculty of Business Administration), Macau | 2024 |
| | INFORMS Annual Meeting, Seattle, Washington, USA | 2024 |
| | 2SM Radio, Australia | 2024 |
| | ABC Radio SA & NT Evenings with Jason Chong, Australia | 2024 |
| | Fudan University (Department of Management Science), Shanghai, China | 2024 |
| | INFORMS Annual Meeting, Phoenix, Arizona, USA | 2023 |
| | University of New South Wales (School of Marketing), Sydney, Australia | 2023 |
| | INFORMS MSOM Conference, Montréal, Québec, Canada | 2023 |

| | | |
|------------------------|---|-------------------|
| | HKUST Business School PhD Conference, Hong Kong | 2023 |
| | POMS-HK, Hong Kong | 2023 |
| | POMS-China, Online | 2022 |
| | POMS Annual Conference, Online | 2022 |
| | POMS-HK, Online | 2022 |
| | HKUST (ISOM Department), Hong Kong | 2021 |
| | INFORMS Annual Meeting, Online | 2021 |
| | CSAMSE, Online | 2021 |
| | IGEM, Boston, Massachusetts, USA | 2017 |
| PROFESSIONAL SERVICES | Journal Referee: <i>Operations Research</i> (×1), <i>Manufacturing & Service Operations Management</i> (×1), <i>Information Systems Research</i> (×1), <i>Production and Operations Management</i> (×2), <i>Naval Research Logistics</i> (×1). Conference Session Chair: POMS-HK 2022; INFORMS Annual Meeting 2024; INFORMS International Meeting Singapore 2025. Services at UNSW: External Communication Coordinator (School of Marketing) 2024 — Present Editorial Board of BusinessThink (UNSW Business School) 2024 — Present | |
| STUDENT SUPERVISION | <i>Note: Students who I serve as the letter writer, primary collaborator, or advisor.</i> Zihao Chen (HKUST PhD 2025) | |
| TEACHING | Lecturer-in-Charge (UNSW): MARK2052 Marketing Research (UG) Teaching Assistant (HKUST): ISOM3710 Business Modeling & Optimization (UG) ISOM3730 Quality and Process Management (UG) | |
| INDUSTRIAL EXPERIENCES | Analyst, Shining Midas Investment Management Co., Ltd | 2018.08 — 2019.12 |