

# Xingyu Fu

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CONTACT INFORMATION	Room 2054E, Quadrangle Building School of Marketing, UNSW Business School Kensington, Sydney, NSW 2052, Australia	Phone: +61 0468338105 Email: xingyu.fu@unsw.edu.au Website: <a href="https://xingyu-fu.github.io">https://xingyu-fu.github.io</a>
APPOINTMENT	<b>University of New South Wales</b> , Sydney, NSW, Australia	<ul style="list-style-type: none"><li>Lecturer @ School of Marketing, UNSW Business School; 2024.06 — Present</li></ul>
EDUCATION	<b>Hong Kong University of Science and Technology</b> , Hong Kong	<ul style="list-style-type: none"><li>Ph.D. in Operations Management; 2020.02 — 2024.06</li><li>Advisors: Ying-Ju Chen, Guillermo Gallego, and Pin Gao</li><li>Thesis: Social Responsibility and Sustainability in Operations Management</li></ul>
	<b>Sun Yat-sen University</b> , Guangzhou, Guangdong, China	<ul style="list-style-type: none"><li>B.Sc. in Math and Applied Math; GPA: 3.9/4.0; 2015.09 — 2019.06</li></ul>
	<b>University of California at Berkeley</b> , Berkeley, California, USA	<ul style="list-style-type: none"><li>Visiting Undergraduate; GPA: 4.0/4.0; 2017.01 — 2017.06</li></ul>
RESEARCH INTERESTS	Socially Responsible & Sustainable Operations; Marketing-Operations Interface; Economics of Information, Digitization, and Artificial Intelligence	
PUBLICATIONS	<p><i>Note: † I am the first author; ‡ I am the corresponding author; * Alphabetically ordered.</i></p> <p>[6†] Privacy-Preserving Personalized Recommender Systems, with Ningyuan Chen, Pin Gao, and Yang Li, <b>Manufacturing &amp; Service Operations Management</b> 28(1):271-289.</p> <p>[5†] Optimal Job Assignment with Spillover Effects, with Pin Gao, Haoyu Liu, and Ying-Ju Chen, <b>Naval Research Logistics</b> 73(1): 55-76.</p> <p>[4†] Designing Emission Permits Regulation for Multiple Compliance Periods, with Ying-Ju Chen, Guillermo Gallego, Pin Gao, and Mengqian Lu, <b>Manufacturing &amp; Service Operations Management</b> 27(5):1587-1603.</p> <ul style="list-style-type: none"><li>Honorable Mention at POMS-HK 2022 Best Student Paper Competition</li><li>Second Place at POMS-China 2022 Best Student Paper Competition</li></ul> <p>[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, <b>Forthcoming at Manufacturing &amp; Service Operations Management</b>.</p> <p>[2‡] Fairness Regulation of Prices in Competitive Markets, with Zongsen Yang, Pin</p>	

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

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

- Second Prize at POMS-China 2025 Best Student Paper Competition (Awarded to Zihao Chen)

Managing Strategic 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.

HONORS	UNSW Business School Research Excellence Award (Emerging)	2025
	UNSW BSchool Dean's Research Fellowship (AUD 10,000 annually)	2025 — 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	Huazhong University of Sci and Tech (School of Management), Wuhan, China	2026
	Southern University of Sci and Tech (College of Business), Shenzhen, China	2025
	ANZAM OSCSM Symposium, Melbourne, Australia	2025
	University of New South Wales (School of ISTM), Sydney, Australia	2025
	Shandong University (Business School), Online	2025
	POMS-China, Hainan, China	2025
	University of New South Wales (School of Marketing), Sydney, Australia	2025
	University of Sydney (Business Analytics Discipline), Sydney, Australia	2025
	Sun Yat-sen University (School of Business), Guangzhou, China	2024
	University of Macau (Faculty of Business Administration), Macau	2024
	INFORMS Annual Meeting, Seattle, 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, USA	2023
University of New South Wales (School of Marketing), Sydney, Australia	2023
INFORMS MSOM Conference, Montréal, 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, USA	2017

**PROFESSIONAL SERVICES** Referee: *Management Science* ( $\times 1$ ), *Operations Research* ( $\times 3$ ), *Manufacturing & Service Operations Management* ( $\times 2$ ), *Information Systems Research* ( $\times 5$ ), *Production and Operations Management* ( $\times 3$ ), *Naval Research Logistics* ( $\times 1$ ), *Omega* ( $\times 1$ ), *Journal of Systems Science and Systems Engineering* ( $\times 2$ )

Judge: Best Student Paper Competition @ POMS-HK 2026

Conference Session Chair: POMS-HK 2022; INFORMS Annual Meeting 2024; INFORMS International Meeting Singapore 2025; POMS-HK 2026

## Services at UNSW:

Seminar Coordinator (School of Marketing)	2026 —
External Communication Coordinator (School of Marketing)	2024 — 2026
Editorial Board of BusinessThink (UNSW Business School)	2024 — 2026

## STUDENT SUPERVISION

*Note: Students whom I serve as the letter writer, primary collaborator, or advisor.*

Zihao Chen (HKUST IEDA PhD 2025; First Placement: Assistant Professor @ Xi'an Jiaotong University)

TEACHING

Lecturer-in-Charge (UNSW):

MARK3086 AI for Marketing Intelligence (UG, ×1) — Course Designer  
MARK5836 AI for Marketing Insights (PG, ×1) — Course Designer  
MARK2052 Marketing Research (UG, ×2)

Teaching Assistant (HKUST):

ISOM3710 Business Modeling & Optimization (UG)  
ISOM3730 Quality and Process Management (UG)

# INDUSTRIAL EXPERIENCES

