

Xingyu Fu

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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">Lecturer @ School of Marketing, UNSW Business School; 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> [6†] Privacy-Preserving Personalized Recommender Systems, with Ningyuan Chen, Pin Gao, and Yang Li, Manufacturing & Service Operations Management 28(1):271-289. [5†] Optimal Job Assignment with Spillover Effects, with Pin Gao, Haoyu Liu, and Ying-Ju Chen, Naval Research Logistics 73(1): 55-76. [4†] Designing Emission Permits Regulation for Multiple Compliance Periods, with Ying-Ju Chen, Guillermo Gallego, Pin Gao, and Mengqian Lu, Manufacturing & Service Operations Management 27(5):1587-1603. <ul style="list-style-type: none">Honorable Mention at POMS-HK 2022 Best Student Paper CompetitionSecond Place at POMS-China 2022 Best Student Paper Competition [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, 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

On the Role of Sales Agent in Product Line Design, with Xinyu Cao and Song Lin.

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 Paper Competition (Awarded to Zihao)

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

AWARDS

UNSW BSchool Research Excellence Award — Emerging (AUD 2,500)	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: <i>Management Science</i> (×1), <i>Operations Research</i> (×3), <i>Manufacturing & Service Operations Management</i> (×2), <i>Information Systems Research</i> (×6), <i>Production and Operations Management</i> (×4), <i>Decision Sciences</i> (×1), <i>Service Science</i> (×1), <i>Naval Research Logistics</i> (×1), <i>Omega</i> (×1), <i>Journal of Systems Science and Systems Engineering</i> (×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)	2024.07 — 2026.07
	Editorial Board of BusinessThink (UNSW Business School)	2024.07 — 2026.07
STUDENT SUPERVISION	<i>Note: Students whom I serve as the letter writer, primary collaborator, or advisor.</i>	
	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	Analyst, Shining Midas Investment Management Co., Ltd	2018.08 — 2019.12