

Xingyu Fu

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| 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">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

| | |
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| 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

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| 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 |

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| | 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 | Editorial Review Board: <i>Decision Sciences</i> (ABDC-A*) | |
| | Referee: <i>Management Science</i> (×1), <i>Operations Research</i> (×3), <i>Manufacturing & Service Operations Management</i> (×2), <i>Information Systems Research</i> (×5), <i>Production and Operations Management</i> (×4), <i>Decision Sciences</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 — 2026 |
| | Editorial Board of BusinessThink (UNSW Business School) | 2024 — 2026 |
| 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 |