

Xingyu Fu · 付星宇

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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">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, Under 3 rd Round Review after Minor Revision at Manufacturing & Service Operations Management On the Design of Emission Permits Regulation Considering Temporal Compliance	

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

- 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 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.

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
	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 whom I serve as the letter writer, primary collaborator, or advisor.</i> Zihao Chen (HKUST IEDA 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