

Yan Cheng

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**ACADEMIC
EMPLOYMENT** **Shanghai University of Finance and Economics**, College of Business
Assistant Professor, 2024 - Present

EDUCATION **Tsinghua University**, Department of Industrial Engineering, Beijing, China
Ph.D. Candidate, 2024
Advisor: Zuo-Jun Max Shen
Committee Members: Xinyu Cao, Wei Qi

Duke University, Nicholas School of Environment, Durham, US
M.E.M. Energy and Economics, 2017

Tsinghua University, School of Journalism and Communication, Beijing, China
B.A. Journalism and Communication, 2015
B.S. Economics, School of Economics and Management, 2015

RESEARCH **General Research Interest**
The Interface between Operations Management and Marketing, Quantitative Market-
ing, Online Marketplace, Causal Inference in Machine Learning, Field Experiments

Journal Articles

- “From Social to Purchase: Customer Selection in Social Group Buying,” Yan Cheng, Shaochong Lin, Zuo-Jun Max Shen, accepted at *Production and Operations Management*.

Papers Under Revision

- “Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach,” Yan Cheng, Jingbo Wang, Xinyu Cao, Zuo-Jun Max Shen, Yuhui Zhang, major revision at *Marketing Science*.

Working Papers

- “The Heterogeneous Treatment Effect of Bullet Chats: An Instrumental-Variable Approach,” Xinyu Cao, Yan Cheng, Jingbo Wang, Zuo-Jun Max Shen, in preparation for submission.
- “How the Platform Enables Creator: A Perspective of AI Feedback,” Yan Cheng, Shaochong Lin, Zhou Zhou, Zuo-Jun Max Shen, in preparation for submission.

**CONFERENCE
PRESENTATION** **“From Social to Purchase: Customer Selection in Social Group Buying”:**
• 13th POMS-HK International Conference, 2023

“Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach”:

- Marketing and the Creator Economy Conference, Columbia University, 2023
- 14th POMS-HK International Conference, 2024

**TEACHING
EXPERIENCE** **Economics: Data and Methods**
Shanghai University of Finance and Economics

Literature Review and Research Methods
Shanghai University of Finance and Economics

Quantitative Analysis
Duke University, Teaching Assistant

**FULL-TIME
INDUSTRY
EXPERIENCE**

Product Manager
Alibaba, 2018 Fall - Winter

Business Analyst
Baidu, 2017 - 2018

**HONORS AND
AWARDS**

Nicholas School of Environment Scholarship, 2016
Nicholas School of Environment Scholarship, 2017

SKILLS

Programming Languages
Python, Stata, Matlab, R, SQL, LaTeX