

Yan Cheng

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EDUCATION

Tsinghua University, Department of Industrial Engineering, Beijing, China

Ph.D. Candidate, 2019-Present

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 Marketing, Online Marketplace, Causal Inference in Machine Learning, Field Experiments

Papers Under Revision

- “From Social to Purchase: Customer Selection in Social Group Buying,” Yan Cheng, Shaochong Lin, Zuo-Jun Max Shen, minor revision at *Production and Operations Management*.
- “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*.
- “How the Platform Enables Creator: A Perspective of AI Feedback,” Yan Cheng, Shaochong Lin, Zhou Zhou, Zuo-Jun Max Shen, in submission to *Management 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.

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

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

Others

TOEFL speaking 28

REFERENCES

Professor Zuo-Jun (Max) Shen

Industrial Engineering and Operations Research

University of California, Berkeley

Berkeley, CA, USA

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Vice-President and Pro-Vice-Chancellor

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Professor Xinyu Cao

Vice-Chancellor Associate Professor of Marketing

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Professor Wei Qi

Associate Professor of Industrial Engineering and Operations Management

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