

Yushu Zeng

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Research Interests

I employ econometrics, machine learning, and game theory to study:

Operations-Marketing Interface; Platform Operations; Socially Responsible Operations; Economics of Information, Digitization, and Artificial Intelligence.

I choose the most appropriate methodology according to the research problems.

Education

Hong Kong University of Science and Technology

Hong Kong, China

PhD in Industrial Engineering and Decision Analytics

Sept. 2019 – Present

Advisors: Ying-Ju Chen, Xin Wang

University of Science and Technology of China

Anhui, China

BA in Management Science

Sept. 2015 – June 2019

University of Washington

Washington, America

Summer visiting student in Information System

July 2018 – Oct. 2018

Advisor: Yong Tan

Working Papers

Attribute and Quality Information Disclosure on Digital Content Platforms: Theory and Empirical Evidence

with Hu Huang, Ying-Ju Chen, Xin Wang. Submitted to MSOM. Job Market Paper.

Summary: This paper theoretically and empirically explores information disclosure strategies in the digital content platform. Our results indicate that firms with higher vertical quality are less likely to disclose attribute information to consumers, irrespective of the availability of quality information.

Mergers and Product Repositioning: Theory and Empirical Evidence

with Soo-Haeng Cho, Zijun Shi, Xin Wang. Ready for submission.

Summary: This paper theoretically and empirically evaluates the merger effects of consumer welfare after product repositioning. A merger between two firms in the high-end markets is possible to improve consumer surplus, whereas a merger between two firms in the low-end markets always hurts consumers.

Text-Based Measurement and Analysis of Firm-Level Price Expectations from Earnings Call Transcripts

with Yunning Zhao, Ying-Ju Chen. Ready for submission.

Summary: This paper utilizes the textual analysis method (BERT) to develop a paradigm for measuring firms' expectations and construct a novel firm-level indicator of firms' price expectations based on over 400,000 quarterly earnings conference-call transcripts.

Teaching Experience

Teaching Assistant

Optimizing Decisions for Personal and Business Development

Spring 2023 (Undergrad)

Industrial Engineering and Decision Analytics Fall 2020, Fall 2021 (Undergrad)

Engineering Management Spring 2019 (Undergrad)

Service Engineering and Management

Spring 2020, Spring 2021, Fall 2022 (Undergrad)

Operation/Production Management Spring 2021 (MSc)

Global Supply Chain Management Fall 2022 (MSc)

Honors

Postgraduate Studentship (HKUST) 2019-2024

Outstanding Studentship (USTC) 2015-2018

Professional Experience

Referee: Manufacturing and Service Operations Management, Naval Research Logistics.

Conference Session Chair: POMS-HK 2023

Joint University Programmes Admissions System interviewer: 2020-2023

Conference Helper: POMS-HK 2024

Department Seminar Coordinator: Fall 2023

Talks

INFORMS Annual Conference Oct. 2023, Oct. 2024

POMS-HK Conference Jan. 2023, Jan. 2024

POMS Annual Conference Apr. 2024

POMS China Conference Jun. 2024

Reference

Ying-Ju Chen

Crown Worldwide Professor of Business and Chair Professor

IEDA and ISOM (joint appointment), HKUST

imchen@ust.hk

Xin Wang

Professor

Business School and Big Data Institute, SWUFE

wxin@swufe.edu.cn

Zijun (June) Shi

Assistant Professor

Marketing, HKUST

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