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

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