

# Yushu Zeng

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## Research Interests

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

**Methodologies:** Applied Econometrics, Machine learning, Large Language Models, Game theory.

## Education

**Hong Kong University of Science and Technology**

Hong Kong, China

PhD in Industrial Engineering and Decision Analytics  
(expected)

Sept. 2019 – June 2025

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 for:

Optimizing Decisions for Personal and Business Development

Spring 2023 (Undergrad)

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

Engineering Management      Spring 2019 (Undergrad)

Service Engineering and Management      Spring 2020 - 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

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

## Skills

Python, R, SQL, Stata, Matlab, Mathematica

## 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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