

Yushu ZENG

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CONTACT INFORMATION

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Office: Room 5568, Academic Building, HKUST, Hong Kong

EDUCATION

Hong Kong University of Science and Technology 2019 – 2025 (Expected)
Ph.D. in Industrial Engineering and Decision Analytics
Advisors: Ying-Ju Chen, Xin Wang
University of Science and Technology of China 2015 – 2019
B.Sc. in Management Science
University of Washington, Foster School of Business 2018
Summer visiting student in Information System and Operation Management
Advisor: Yong Tan

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.

RESEARCH

Attribute and Quality Information Disclosure on Digital Content Platforms: Theory and Empirical Evidence with Hu Huang, Ying-Ju Chen, Xin Wang. To be submitted to *Production and Operations Management*. Job Market Paper.
Mergers and Product Repositioning: Theory and Empirical Evidence with Soo-Haeng Cho, Zijun Shi, Xin Wang. To be submitted to *Manufacturing & Service Operations Management*.
Text-Based Measurement and Analysis of Firm-Level Price Expectations from Earnings Call Transcripts with Yunning Zhao, Ying-Ju Chen. *In preparation for submission*.
Selling Virtual Currency in Free-to-Play Mobile Games: Theory and Empirical Evidence with Ying-Ju Chen. *Work in progress*.
AI in Fundraising: Predictive Modeling in Charitable Giving with Ying-Ju Chen, Dejie Kong. *Work in progress*.

TEACHING INTERESTS

Business Analytics, Artificial Intelligence (AI) for Business Research, Big Data Analytics, Operations and Supply Chain Management, Project Management, Applied Econometrics, Optimizing Decisions for Personal and Business Development.

TEACHING EXPERIENCE

Teaching Assistant for:
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)
Optimizing Decisions for Personal and Business Development	Spring 2023 (Undergrad)

HONORS	Postgraduate Studentship (HKUST)	2019-2025
	Research Travel Grant (HKUST)	2023-2024
	Outstanding Studentship (USTC)	2015-2018

SERVICE	Referee: Manufacturing & Service Operations Management, Naval Research Logistics.
	Conference Session Chair: POMS-HK 2023
	Volunteer: POMS-HK 2024
	Joint University Programmes Admissions System interviewer: 2020-2023
	Department Seminar Coordinator: Fall 2023

CONFERENCE	INFORMS Annual Conference	Oct. 2023, Oct. 2024
PRESENTATIONS	POMS-HK Conference	Jan. 2023, Jan. 2024, Jan. 2025
	POMS Annual Conference	Apr. 2024
	POMS China Conference	Jun. 2024

SKILLS	Python, R, Stata, Matlab, Mathematica, C++, SQL
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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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