

# 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** 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

## Working Papers

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

with Hu Huang, Ying-Ju Chen, Xin Wang. Under review in *Manufacturing & Service Operations Management*. Job Market Paper.

**Summary:** This paper theoretically and empirically explores information disclosure strategies within 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.

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

with Yunning Zhao, Ying-Ju Chen. Under review in *Management Science*.

**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.

**Mergers and Product Repositioning: Theory and Empirical Evidence**

with Soo-Haeng Cho, Zijun Shi, Xin Wang. To be submitted to *Manufacturing & Service Operations Management*.

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

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 & 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	
	juneshi@ust.hk	