

Yushu ZENG

Updated January 2025

CONTACT INFORMATION

Email: yzengao@connect.ust.hk
Telephone: +86 13856043565
Website: <https://yushuzeng.github.io/>
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

1. 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.
2. Mergers and Product Repositioning: Theory and Empirical Evidence. With Soo-Haeng Cho, Zijun Shi, Xin Wang. To be submitted to *Manufacturing & Service Operations Management*.
3. Text-Based Measurement and Analysis of Firm-Level Price Expectations from Earnings Call Transcripts. With Yunning Zhao, Ying-Ju Chen. *In preparation for submission*.
4. Selling Virtual Currency in Free-to-Play Mobile Games: Theory and Empirical Evidence. With Ying-Ju Chen. *Work in progress*.
5. 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, Service Engineering and Management, Operation/Production Management, Applied Econometrics, Optimizing Decisions for Personal and Business Development, Industrial Engineering and Decision Analytics.

TEACHING EXPERIENCE	Teaching Assistant for:	
	Industrial Engineering and Decision Analytics	Fall 2020 - 2021 (UG)
	Engineering Management	Spring 2019 (UG)
	Service Engineering and Management	Spring 2020 - 2021, Fall 2022 (UG)
	Operation/Production Management	Spring 2021 (MSc)
	Global Supply Chain Management	Fall 2022 (MSc)
	Optimizing Decisions for Personal and Business Development	Spring 2023 (UG)
HONORS	Postgraduate Studentship (HKUST)	2019-2025
	Research Travel Grant (HKUST)	2023-2024
	Outstanding Studentship (USTC)	2015-2018
SERVICE	Journal 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 PRESENTATIONS	INFORMS Annual Conference	Oct. 2023, Oct. 2024
	POMS-HK Conference	Jan. 2023, Jan. 2024, Jan. 2025
	POMS Annual Conference	Apr. 2024
	POMS China Conference	Jun. 2024
SKILLS	Programming: Python, R, Stata, Matlab, Mathematica, C++, SQL	
	Languages: Chinese (native), English (fluent)	
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	