

Zhuohang Cui

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EDUCATION

Yunnan University 211 Double 1st-Class 2021.09 - 2024.06

Master of Science and Engineering in Management ; GPA:3.6/4.0

- Courses: Management Operations Research, Intermediate Econometrics, Intermediate microeconomics

Southeast University 985 Double 1st-Class 2016.09 - 2020.06

Bachelor of Logistics Management ; GPA:3.4/4.0

- Courses: Game Theory, Econometrics, Logistics Management, Operations Research, Operations Management

SCIENTIFIC RESEARCH

Channel and Business Model Selection in Opaque Selling 2022.09 - 2024.01

Cooperated with Prof. Zhang Zhao, Yunnan University and Prof. Hua Ke, Tongji University

- **Abstract:** Based on supply chain structure of "service provider + intermediary", this paper studies channel and business model selection of opaque sales cooperation between suppliers and intermediaries: Wholesale or Agency model
- **Methodology:** Construct a supply chain structure composed of competing suppliers and a single intermediary, and analyze the optimal cooperation strategies of service providers and intermediaries when opaque sales models can be introduced, including optimal channel selection, product pricing and business model adjustment strategies

Probabilistic Selling of Vertically Differentiated Products: The Power of Suspense Effects 2022.10 - 2024.02

Cooperated with Prof. Zhang Zhao, Yunnan University and Prof. Xing Zhang, Sungkyunkwan University

- **Abstract:** This paper studies probabilistic selling of vertical product differentiation and considers pleasure and surprise of consumers experiencing probabilistic products. It is found that suspense effect is an important driving force of probabilistic sales in vertical market and how the intensity of suspense effect shapes vertical product lines with probabilistic product under different product quality levels.
- **Methodology:** Based on Hotelling model to describe the consumer and product competitive situation considering the suspense effect, through game equilibrium analysis to obtain the impact of relevant parameters and product design and sales management enlightenment

PROJECT EXPERIENCE

Low-carbon Operation Mechanism of Enterprises Considering Consumer Environmental Awareness Under Carbon Trading Regulation 2022.11 - Present

Yunnan University graduate research and innovation project

- This project studies low-carbon operation mechanisms and optimization strategies for product production and sales in the supply chain by modeling environmentally conscious consumers and carbon trading markets
- The key is that companies need to weigh the combined impact of increased consumer demand for low-carbon products with environmental attributes and the use of carbon allowances in a carbon trading environment on production operations

Classified Pricing of Tickets for State-owned Scenic Spots Based on Cross-price Elasticity of Demand 2021.11 - 2022.02

Yunnan Provincial Department of Education Research Fund Project

- Based on the cross-price elasticity of demand between ticket price and other related consumption, the classification standard of ticket pricing for state-owned scenic spots is proposed
- The key is to introduce psychological accounts into the pricing mechanism, and state-owned scenic spots need to weigh the contribution rate of "accounts" with different substitution rates to the tourism destination economy and ticket pricing

INTERNSHIP EXPERIENCE

Shanghai Fuhong Hanlin Biotechnology Co., Ltd. Sales Assistant 2022.09 - 2023.10

- Collect industry information, from the competition sales, audience groups, target market and other dimensions of data analysis, output market research reports, for marketing strategy to provide support
- Organize the daily/weekly/monthly sales reports in the group, assist provincial managers to formulate daily work plans, follow up and supervise the daily work of the team, and ensure the efficient completion of the objectives

HONORS & AWARDS

- Yunnan University Research and Innovation Project Fund - 2022
- Yunnan University Graduate Second Class Scholarship - 2021, 2022
- Southeast University Lu Ziyu Scholarship - 2018
- Southeast University Research and Innovation Key Project Fund - 2017
- Outstanding Representative of Southeast University-University of Tennessee English Exchange Program - 2017

SKILLS

- **Software:** Mathematica, MATLAB, R, Stata, Office
- **Languages:** Chinese (Native), English (Fluent, IELTS - 7.0)
- **Interests:** Basketball, Psychology, Folk