

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

- Probabilistic Selling with Explosive Products** 2022.09 - Present
Cooperated with Prof. Zhang Zhao, Yunnan University and Prof. Xing Zhang, Sungkyunkwan University
- **Abstract:** This paper provides a probabilistic selling (PS) model with explosive products, and finds that the introduction of explosive products in PS is an effective tool to take advantage of consumer preferences to obtain additional income. When considering the market expansion effect, PS will gain a huge market expansion advantage compared with transparent selling, making it more attractive
 - **Methodology:** Based on the Hotelling model to describe the consumer and product competitive situation, while considering the market expansion and suspense effect, through the game equilibrium analysis to obtain the impact of the relevant parameters and the explosive product probability sales management enlightenment
- Channel and Business Model Selection in Opaque Selling** 2022.10 - Present
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

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