

YUTING ZHU

Department of Marketing, NUS Business School, BIZ 1 8-14, Singapore 119245
y.zhu@nus.edu.sg

<https://www.zhuyuting.com>

ACADEMIC APPOINTMENT

- 2022 - National University of Singapore
NUS Business School
Assistant Professor of Marketing
- 2022 - Massachusetts Institute of Technology
MIT Sloan School of Management
Research Fellow

EDUCATION

- 2017 - 2022 Massachusetts Institute of Technology
MIT Sloan School of Management
Ph.D. in Management
- 2015 - 2017 University of Rochester
Department of Economics
M.A. in Economics
- 2011 - 2015 Renmin University of China
School of Finance
B.A. in Economics and B.S. in Mathematics

RESEARCH INTERESTS

- Substantive: Data-Driven Salesforce Management, Targeted Marketing, Matching Platforms
- Methodological: Machine Learning, Game Theory, Field Experiment

PUBLICATIONS

- “The Power of Commitment in Group Search” (with Xinyu Cao)
Marketing Science, forthcoming.
- “Cheap Talk on Freelance Platforms” (with Tony Ke)
Management Science, 67.9 (2021) 5901-5920.
 - Media Coverage: Bloomberg Businessweek/Chinese Edition, Britain in Hong Kong: British Chamber Magazine, China Business Knowledge, EDigest
- “How Do Successful Scholars Get Their Best Research Ideas? An Exploration” (with Cathy Cao, Xinyu

Cao, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang, Shuyi Yu, Jerry Zhang, Birger Wernerfelt)
Marketing Letters, 30.3 (2019) 221-232.

WORKING PAPERS

- “Zero to One: Sales Prospecting with Augmented Recommendation” (with Saiquan Hu, Juanjuan Zhang)
Marketing Science, major revision
 - Runner-up, 2022 ASA Statistics in Marketing Doctoral Research Award
 - Runner-up, 2021 Shankar-Spiegel Dissertation Award
- “Algorithm Aversion: Evidence from Ridesharing Drivers” (with Meng Liu, Xiaocheng Tang, Siyuan Xia, Shuo Zhang)
Management Science, minor revision
- “Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning” (with Duncan Simester, Jonathan Parker, Antoinette Schoar)

CONFERENCE AND SEMINAR PRESENTATIONS

- Annual Bass Forms Conference Discussant, Dallas, Texas, March 2023 (scheduled)
- Marketing Analytics Symposium Sydney (MASS), Sydney, Australia, Feb 2023 (scheduled)
- Artificial Intelligence, Machine Learning, and Business Analytics, Boston, MA, Dec 2022
- Marketing Dynamics Conference, Atlanta, GA, Nov 2022
- Informs Annual Meeting, Indianapolis, IN, Oct 2022
- Workshop on Data Mining & Decision Analytics, Indianapolis, IN, Oct 2022
- Analytics for X Conference, Singapore, Sep 2022
- Marketing Strategy Meets Wall Street Conference, Chicago, IL, August 2022
- Joint Statistical Meetings (JSM), Washington, D.C., August 2022
- Marketing Science Annual Conference, Virtual, Jun 2021
- Marketing Analytics Symposium Sydney, Virtual, May 2022
- Data Science in a Digital World Workshop, Cambridge, MA, May 2022
- Artificial Intelligence in Management Conference, Virtual, May 2022
- Theory + Practice in Marketing Conference, Atlanta, GA, May 2022
- Annual Bass FORMS Conference, Virtual, March 2022
- University of California Berkeley, Haas School of Business, Feb 2022
- MIT Economics Industrial Organization Lunch, Cambridge, MA, Jan 2022
- Shanghai Jiao Tong University, Antai College of Economics and Management, Dec 2021
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, Dec 2021
- University of Chicago, Booth School of Business, Nov 2021
- MIT Conference on Digital Experimentation, Virtual, Nov 2021
- MIT Sloan Marketing Seminar, Cambridge, MA, Nov 2021
- National University of Singapore, NUS Business School, Aug 2021
- Marketing Science Annual Conference, Virtual, Jun 2021
- Artificial Intelligence in Management Conference, Virtual, May 2021

- MIT Sloan Marketing Seminar, Virtual, May 2021
- NYU-Temple-CMU Conference on Artificial Intelligence and Machine Learning, Virtual, Dec 2020
- Marketing Science Annual Conference, Virtual, Jun 2020
- Harvard Digital Doctoral Workshop, Boston, MA, Mar 2020
- MIT Economics Econometrics Lunch, Cambridge, MA, Feb 2020
- MIT Sloan Marketing Seminar, Cambridge, MA, Oct 2019
- MIT Economics Industrial Organization Lunch, Cambridge, MA, Sep 2019
- Marketing Science Annual Conference, Rome, Italy, Jun 2019
- Marketing Science Annual Conference, Philadelphia, PA, Jun 2018

TEACHING

- Instructor, Personal Selling and Sales Management (Undergrad.), NUS Business School, Spring 2023
- Tutorial Instructor: Marketing Innovation (MBA and Undergrad.), MIT Sloan, Fall 2020, Spring 2021
- Teaching Assistant: Power and Negotiation (MBA), MIT Sloan, Spring 2020, Spring 2022

GRANTS, AWARDS, AND HONORS

- “Scalable Personalization Policies with Constraints”, NUS-AWS Cloud Credits for Research, USD\$10,000, 2022-2023
- “Augmented Machine Learning and Optimization for Marketing” (PI) Ministry of Education, Startup Grant, S\$150,000, Singapore, 2022-2026
- ASA Statistics in Marketing Doctoral Research Award Runner-up, 2022
- Shankar-Spiegel Dissertation Award Runner-up, 2021
- ISMS Doctoral Consortium Fellow, 2018
- MIT Sloan School of Management Fellowship, 2017-2022
- Graduate Fellowship, University of Rochester, 2015-2017
- National Scholarship, Renmin University of China, 2012-2014
- First Prize in the Third National Competition of Abacus Mental Calculation, 2011
- First Prize (Bronze Medal) in the Third World Competition of Abacus Mental Calculation, 2009
- Tenth Master of Abacus Mental Calculation, 2005

REFEREE SERVICE

AISTATS, Journal of Marketing Research, Journal of Mathematical Economics, Management Science

NUS SERVICE

Marketing Department Recruiting Committee, 2023 Spring

INDUSTRY EXPERIENCE

- DiDi, AI Labs, 2021
- Tencent Music Entertainment, Innovative Technology Group, 2020