

YUTING ZHU

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ACADEMIC APPOINTMENT

2022 - National University of Singapore
NUS Business School
Assistant Professor of Marketing

EDUCATION

2017-2022 Massachusetts Institute of Technology
MIT Sloan School of Management
Ph.D. Candidate 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

- “Cheap Talk on Freelance Platforms” (with Tony Ke)
Management Science, 67.9 (2021) 5901-5920.
- “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

- “Group Search Strategy” (with Xinyu Cao)
Marketing Science, invited for resubmission

- “Zero to One: Sales Prospecting with Augmented Recommendation” (with Saiquan Hu, Juanjuan Zhang)
 - Runner-up, 2021 Shankar-Spiegel Dissertation Award
- “Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning” (with Duncan Simester, Jonathan Parker, Antoinette Schoar)

WORK IN PROGRESS

- “Algorithm Awareness in Repeated Marketing Campaigns: A Field Experiment” (with Shuyi Yu)

CONFERENCE AND SEMINAR PRESENTATIONS

- University of California Berkeley, Haas School of Business, Feb 2022 (scheduled)
- Marketing Analytics Symposium Sydney, Feb 2022 (scheduled)
- MIT Economics Industrial Organization Lunch, Cambridge, MA, Jan 2022 (scheduled)
- Shanghai Jiao Tong University, Antai College of Economics and Management, Dec 2021
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 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

- 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

- 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 (No.3) in the Third World Competition of Abacus Mental Calculation, 2009
- Tenth Master of Abacus Mental Calculation, 2005

INDUSTRY EXPERIENCE

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