YUTING ZHU

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ACADEMIC APPOINTMENT

2022 -	National University of Singapore
	NUS Business School, Assistant Professor of Marketing
	Artificial Intelligence Institute, Research Member
	Chongqing Research Institute, Research Member
	Global Asia Institute, Research Program Leader
	Institute of Operations Research and Analytics, Affiliated Faculty

EDUCATION

2017 - 2022	Massachusetts Institute of Technology
	MIT Sloan School of Management
	Ph.D. in Management (Concentration in Quantitative Marketing)
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: Human-AI Interaction, Incentive Design, Sales Force Management, Targeted Marketing
- Methodological: Causal Inference, Field Experiment, Game Theory, Machine Learning, Optimization

PUBLICATIONS

- "Algorithm Aversion: Evidence from Ridesharing Drivers" (with Meng Liu, Xiaocheng Tang, Siyuan Xia, Shuo Zhang, Qianying Meng)

  Management Science, forthcoming
    - o Runner-up, 2023 MSI China Conference Best Paper

- o Media Coverage: South China Morning Post
- "Optimizing Scalable Targeted Marketing Policies with Constraints" (with Haihao Lu, Duncan Simester)
Marketing Science, 44.5 (2025) 1082-1103.
    - o Algorithm Deployment: *https://developers.google.com/optimization/lp*
- "The Power of Commitment in Group Search" (with Xinyu Cao)
Marketing Science, 43.1 (2024) 213-228.
- "Cheap Talk on Freelance Platforms" (with Tony Ke)
Management Science, 67.9 (2021) 5901-5920.
    - o 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

- "The Power of Linear Programming in Sponsored Listings Rankings: Evidence from a Large-Scale Field Experiment" (with Haihao Lu, Luyang Zhang)
Operations Research, major revision
- "Generative Search: Evidence from a Large-Scale Field Experiment" (with Shuang Zheng, Xin Ye, Liang Shen)
Management Science, major revision
- "Beyond Zero: Jump-Starting Sales with a Recommender System for Missing-By-Choice Data" (with Saiquan Hu, Juanjuan Zhang)
    - o Productized by Minsheng Life Insurance
    - o Winner, 2024 Gary L. Lilien ISMS Practice Prize
    - o Finalist, 2022 ASA Statistics in Marketing Doctoral Research Award
    - o Runner-up, 2021 Shankar-Spiegel Dissertation Award
- "Measuring Information Richness in Product Images: Implications for Online Sales" (with Xinyu Cao, Yuzhuo Su, Yongbin Ma)

TEACHING

- Instructor, Personal Selling & Sales Management (MSc and Undergrad.), NUS Business School, Spring 2023-2025 (Rating: 4.9/5)
- Instructor, Econometric Models in Marketing (PhD), NUS Business School, Fall 2023
- Guest Lecture, Quantitative Marketing (PhD), Nanyang Business School, Spring 2024

- 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

- 2024 Gary L. Lilien ISMS Practice Prize Winner
- "Machine Learning and Game Theory: Applications in Marketing" (PI) Ministry of Education, Tier 1 Grant, S$81,500, Singapore, 2024-2026
- ISMS Early Career Scholars Camp Fellow, 2023
- "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
- Tencent × Viva La Vida THINC Future Close-Up China Tour Fellowship, 2023
- MSI China Conference Best Paper Runner-up, 2023
- ASA Statistics in Marketing Doctoral Research Award Finalist, 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

CONFERENCE AND SEMINAR PRESENTATIONS

- Hunan University, School of Business, December 2025 (scheduled)
- Cheung Kong Graduate School of Business, December 2025 (scheduled)
- University of British Columbia, Sauder School of Business, October 2025
- China India Insights Conference, Berkeley, USA, September 2025
- Informs International Meeting, Singapore, July 2025
- Chinese Economists Society (CES) Annual Conference, Guangzhou, China, July 2025
- Informs MSOM Conference, London, UK, June 2025
- Marketing Science Annual Conference, Washington D.C., USA, June 2025
- Chongqing University, Chongqing, China, May 2025
- Show and Tell, Talent Co-op, May 2025
- Yale InsightsOn Conference, New Haven, USA, May 2025

- MSI Keynote Speech, Chengdu, China, April 2025
- 32nd EdukCircle International Convention on Business Keynote, Virtual, March 2025
- University of Science and Technology of China, Hefei, China, November 2024
- Informs Annual Meeting, Seattle, USA, October 2024
- NUS IO Day, Singapore, August 2024
- Joint Statistical Meetings (JSM), Portland, USA, August 2024
- Marketing Science Annual Conference, Sydney, Australia, June 2024
- China India Insights Conference, Hong Kong, China, June 2024
- SuHang Marketing Conference, Hangzhou, China, June 2024
- NUS BIZ – ZJUSOM Joint Research Workshop, Hangzhou, China, May 2024
- Credamo, Beijing, China, May 2024
- Dalian Institute of Technology, School of Management, Dalian, China, December 2023
- Asia-Pacific Industrial Organization Conference, Hong Kong, China, December 2023
- Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, USA, December 2023
- China India Insights Conference, Stanford, USA, Sep 2023
- KDD Workshop on Decision Intelligence and Analytics for Online Marketplaces, Long Beach, USA, Aug 2023
- Annual Conference of the CSAMSE, Shenzhen, China, July 2023
- Alumni Academic Forum of Renmin University of China, Beijing, China, July 2023
- China Marketing International Conference, Chengdu, China, June 2023
- Marketing Science Annual Conference, Miami, USA, June 2023
- POMS Conference, Orlando, USA, May 2023
- Yale Customer Insights Conference, New Haven, USA, May 2023
- Hong Kong University of Science and Technology, HKUST Business School, May 2023
- Annual Bass Forms Conference Discussant, Dallas, USA, March 2023
- Marketing Analytics Symposium Sydney (MASS), Sydney, Australia, February 2023
- Artificial Intelligence, Machine Learning, and Business Analytics, Boston, USA, December 2022
- Marketing Dynamics Conference, Atlanta, USA, November 2022
- Informs Annual Meeting, Indianapolis, USA, October 2022
- Workshop on Data Mining & Decision Analytics, Indianapolis, USA, October 2022
- Analytics for X Conference, Singapore, September 2022
- Marketing Strategy Meets Wall Street Conference, Chicago, USA, August 2022
- Joint Statistical Meetings (JSM), Washington, D.C., USA, August 2022
- Marketing Science Annual Conference, Virtual, June 2022
- 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, USA, May 2022

- Annual Bass FORMS Conference, Virtual, March 2022
- University of California Berkeley, Haas School of Business, February 2022
- MIT Economics Industrial Organization Lunch, Cambridge, USA, January 2022
- Shanghai Jiao Tong University, Antai College of Economics and Management, December 2021
- Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, December 2021
- University of Chicago, Booth School of Business, November 2021
- MIT Conference on Digital Experimentation, Virtual, November 2021
- MIT Sloan Marketing Seminar, Cambridge, USA, November 2021
- National University of Singapore, NUS Business School, August 2021
- Marketing Science Annual Conference, Virtual, June 2021
- Artificial Intelligence in Management Conference, Virtual, May 2021
- MIT Sloan Marketing Seminar, Virtual, May 2021
- Artificial Intelligence and Machine Learning, Virtual, December 2020
- Marketing Science Annual Conference, Virtual, June 2020
- Harvard Digital Doctoral Workshop, Boston, USA, March 2020
- MIT Economics Econometrics Lunch, Cambridge, USA, February 2020
- MIT Sloan Marketing Seminar, Cambridge, USA, October 2019
- MIT Economics Industrial Organization Lunch, Cambridge, USA, September 2019
- Marketing Science Annual Conference, Rome, Italy, June 2019
- Marketing Science Annual Conference, Philadelphia, USA, June 2018

STUDENTS ADVISING

- Jingman Cao (co-advisor, NUS Economics, expected graduation 2026)
- Yuxin Guo (co-advisor, NUS Marketing, in progress)
- Bo Pang (advisor, NUS IORA, in progress)

PROFESSIONAL SERVICE

- Editorial Board: *Marketing Science*, 01/2025 – Present
- Referee: AAAI, AISTATS, Journal of Marketing Research, Journal of Mathematical Economics, Marketing Science, Management Science
- Track Chair, 2026 AMA Winter Conference – Retailing, Sales Management, and Personal Selling
- Referee, MSI's 2025 Alden G. Clayton Doctoral Dissertation Proposal Competition

NUS SERVICE

- Marketing Department Recruiting Committee, 2023 – Present

- Marketing Department PhD Committee, 2022 – Present

INDUSTRY EXPERIENCE

- Alibaba Cloud, 2023 – Present
- Tencent × Viva La Vida, 2023 – Present
- Bitflows AI, 2024 – Present
- Fertu, 2023 – 2024
- DiDi, AI Labs, 2021
- Tencent Music Entertainment, Innovative Technology Group, 2020

PATENTS

- "A Method for Content Generation in Social Science Research Papers" (with Yige Yuan, Saiquan Hu, Gaoxiang Xu, Ziqing Hu, Yushan Wei), CN 120579523, 2025.
- "A Simulation Platform for Survey Data Generation Driven by Large Language Models" (with Saiquan Hu, Yushan Wei, Zixuan Zhang), SR 1426146, 2025.