

# YUTING ZHU

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## ACADEMIC APPOINTMENT

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| 2022 - | National University of Singapore<br>NUS Business School<br>Assistant Professor of Marketing              |
| 2023 - | National University of Singapore<br>Institute of Operations Research and Analytics<br>Affiliated Faculty |
| 2024 - | National University of Singapore<br>Global Asia Institute<br>Research Program Leader                     |

## EDUCATION

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|-------------|--|
| 2017 - 2022 | Massachusetts Institute of Technology<br>MIT Sloan School of Management<br>Ph.D. in Management (Concentration in Quantitative Marketing) |
| 2015 - 2017 | University of Rochester<br>Department of Economics<br>M.A. in Economics  |
| 2011 - 2015 | Renmin University of China<br>School of Finance<br>B.A. in Economics and B.S. in Mathematics   |

## RESEARCH INTERESTS

- Substantive: Sales Force Management, Targeted Marketing, Incentive Design, Human-AI Interaction
- Methodological: Machine Learning, Game Theory, Causal Inference, Optimization, Field Experiment

## PUBLICATIONS

- “Optimizing Scalable Targeted Marketing Policies with Constraints” (with Haihao Lu, Duncan Simester)  
*Marketing Science*, accepted
- “Algorithm Aversion: Evidence from Ridesharing Drivers” (with Meng Liu, Xiaocheng Tang, Siyuan Xia, Shuo Zhang, Qianying Meng)  
*Management Science*, forthcoming.
  - Runner-up, 2023 MSI China Conference Best Paper
  - Media Coverage: South China Morning Post
- “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.
  - 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 Field Experiments” (with Haihao Lu, Luyang Zhang)  
*Operations Research*, major revision
- “Beyond Zero: Jump-Starting Sales With a Recommender System for Missing-By-Choice Data” (with Saiquan Hu, Juanjuan Zhang)
  - Productized by Minsheng Life Insurance
  - Winner, 2024 Gary L. Lilien ISMS Practice Prize
  - Finalist, 2022 ASA Statistics in Marketing Doctoral Research Award
  - Runner-up, 2021 Shankar-Spiegel Dissertation Award

## TEACHING

- Instructor, Personal Selling & Sales Management (MSc and Undergrad.), NUS Business School, Spring 2023, Spring 2024 (Rating: 4.8/5)
- 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**

- Marketing Science Annual Conference, Washington D.C., USA, June 2025 (scheduled)
- MSI Keynote Speech, Chengdu, China, April 2025 (scheduled)
- 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

## **REFEREE SERVICE**

- Editorial Board: *Marketing Science*, 01/2025 – Present
- Referee: AISTATS, Journal of Marketing Research, Journal of Mathematical Economics, Marketing Science, Management Science

## **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