

YUTING ZHU

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ACADEMIC APPOINTMENT

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

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: 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

- “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
- “Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning” (with Duncan Simester, Jonathan Parker, Antoinette Schoar)

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

- 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