

Zhiyu Zeng

CONTACT INFORMATION	526 Kight Hall St. Louis, MO 63105 USA	<i>Phone:</i> +1 (314)2175326 <i>E-mail:</i> zengz@wustl.edu <i>Website:</i> https://zhiyuzeng.org/
RESEARCH INTERESTS	Online Platforms; Causal Inference, Field Experiments; Structural Estimation; Machine Learning.	
EMPLOYMENT	Olin Business School, Washington University in St. Louis <ul style="list-style-type: none">• Post-Doctoral Research Associate	2023–Present
EDUCATION	Business School, Imperial College London <ul style="list-style-type: none">• Visiting student in Analytics, Marketing and Operations• Host: Jiankun Sun Tsinghua University <ul style="list-style-type: none">• Ph.D. in Management Science and Engineering• Advisor: Prof. Zuo-Jun Max Shen Tsinghua University <ul style="list-style-type: none">• B.S. in Industrial Engineering• A double-degree in Business Administration	2022–2023 2018–2023 2014–2018
PUBLISHED PAPER	1. Zhiyu Zeng , Hengchen Dai, Dennis Zhang, Heng Zhang, Renyu Zhang, Zhiwei Xu, Zuo-Jun Max Shen. The Impact of Social Nudges on User-Generated Content for Social Network Platforms. Management Science . [Link]	
PAPERS UNDER REVISION	2. Zhiyu Zeng , Nicholas Clyde, Hengchen Dai, Dennis Zhang, Zhiwei Xu, Zuo-Jun Max Shen. The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment. Major reviewed at Manufacturing & Service Operations Management . [Link]	
WORKING PAPERS	3. Zhiyu Zeng , Zhiqi Zhang, Dennis Zhang, Tat Chan. The Impacts of Recommendations on Consumption and Creation on Online Content-Sharing Platforms. 4. Zhiqi Zhang, Zhiyu Zeng , Ruohan Zhan, Dennis Zhang. Deep Learning for Policy Targeting with Continuous Treatment.	
TEACHING EXPERIENCE	Instructor <ul style="list-style-type: none">• Master Core: Text Mining• Master Core: Prescriptive Analytics Teaching Assistant <ul style="list-style-type: none">• PhD Core: AI & Machine Learning for Business Applications• Undergraduate Core: Introduction to Industrial Engineering and Operations Research	2024 Spring 2023 Fall 2022 and 2023 Fall 2019 Fall

HONORS AND AWARDS	• Finalist, MSOM Best Student Paper Competition	2023
	• First-Class Excellence Scholarship, Tsinghua University	2022
PROFESSIONAL SERVICES	• Reviewer for Manufacturing & Service Operations Management	2024
	• Judge for INFORMS BOM Best Working Paper Competition	2023
	• Session Chair for China India Insights Conference	2023
CONFERENCE PRESENTATIONS	“The Impact of Social Nudges on User-Generated Content for Social Network Platforms”	
	• INFORMS Annual Meeting, Phoenix, US	2023
	• China India Insights Conference, Stanford	2023
	• INFORMS Annual Meeting, Virtual Conference	2021
	“The Value of Customer-Related Information on Service Platforms: Evidence from a Large Field Experiment”	
	• Seminar Talk at Imperial College Business School, London, UK	2022
	• MSOM Conference, Virtual Conference	2021
CONFERENCE PRESENTATIONS	“The Impacts of Recommendations on Consumption and Creation on Online Content-Sharing Platforms”	
	• CSAMSE Conference, Shenzhen, China	2023
INDUSTRY EXPERIENCE	• Data Analyst Intern , Kwai	2018–2023
	• Data Analyst Intern , DiDi Chuxing	2017–2018
	• Business Analyst Intern , Amazon	2017 Summer
SKILLS	Programming Languages: Python, R, SQL, Matlab, C/C++, HTML, \LaTeX .	

Last updated: Apr 2024