

YUTING ZHU

MIT Sloan School of Management
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EDUCATION

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|----------------------|---|
| 2017-2022 (Expected) | Massachusetts Institute of Technology
MIT Sloan School of Management
Ph.D. Candidate in Management
Committee: Juanjuan Zhang (Chair), Duncan Simester, Tony Ke |
| 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: Salesforce Management, Personalization and Targeting, Search and Matching
- Methodology: Machine Learning, Game Theory, Field Experiment

JOB MARKET PAPER

“Zero to One: Sales Prospecting with Augmented Recommendation” (with Saiquan Hu, Juanjuan Zhang)

Helping new salespeople succeed is critical in sales force management. We develop a recommender system to help new salespeople identify customers with better conversion potential. One challenge is how to deal with salesperson-customer combinations that have no historical sales records. These instances are treated as missing observations in standard recommender systems. We instead consider the possibility that sales records are absent because previous salespeople were not willing or able to sell to certain types of customers. We develop a parsimonious model to capture endogenously absent sales records and embed the model into a neural network structure to form an augmented recommender system. We validate our method using sales force transaction data from a large insurance company. Our method outperforms popular industry benchmarks in prediction accuracy and recommendation quality.

PUBLICATIONS

- “Cheap Talk on Freelance Platforms” (with Tony Ke)
Management Science, forthcoming

- “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
- “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 Chicago, Booth School of Business, Nov 2021 (scheduled)
- Northwestern University, Kellogg School of Management, Nov 2021 (scheduled)
- University of Hong Kong, HKU Business School, Oct 2021 (scheduled)
- University of British Columbia, Sauder School of Business, Oct 2021 (scheduled)
- Nanyang Technological University, Nanyang Business School, Sep 2021 (scheduled)
- University of Miami, Miami Herbert Business School, Sep 2021 (scheduled)
- University of Minnesota, Carlson School of Management, Sep 2021 (scheduled)
- 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

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

GRADUATE COURSEWORK

Economics

Modern Value Theory I	Asen Kochov, Yu Awaya (University of Rochester)
Modern Value Theory II	Paulo Barelli (University of Rochester)
Microeconomic Theory II	Muhamet Yildiz (MIT)
Microeconomic Theory III	Drew Fudenberg (MIT)
Microeconomic Theory IV	Alexander Wolitzky (MIT)
Math Stats/Econometrics	Nese Yildiz (University of Rochester)
Econometrics	Victor Chernozhukov (MIT)
Math Economics	Srihari Govindan (University of Rochester)
Industrial Organization Theory	Michael Whinston, Nikhil Agarwal (MIT)
Structural Industrial Organization	Nikhil Agarwal, Mitsuru Igami (MIT)
Organizational Economics	Robert Gibbons, John Van Reenen (MIT)
Contract Economics	Daniel Garrett (MIT)
Market Design	Parag Pathak (MIT)
Games in Social Networks	Alexander Wolitzky (MIT)
Decision Theory	Asen Kochov, Yu Awaya (University of Rochester)
Advanced Game Theory	Paulo Barelli (University of Rochester)
Nonlinear Econometric Analysis	Kirill Evdokimov, Alberto Abadie (MIT)
Quantitative Economics	Dan Lu (University of Rochester)
Behavioral Economics	Frank Schilbach, Gautam Rao (MIT)

Computer Science

Machine Learning	David Sontag, Devavrat Shah, Suvrit Sra (MIT)
Bayesian Modeling and Inference	Tamara Broderick (MIT)
Inference and Information	Polina Golland, Gregory Wornell (MIT)
Causal Inference and Machine Learning	Joshua Angrist, Victor Chernozhukov (MIT)

Marketing

Seminar on Consumer Search	Tony Ke (MIT)
Seminar on Idea Generation	Birger Wernerfelt (MIT)

Seminar on Consumer Behavior
Experimental Design and Analysis
Seminar on Marketing Strategy
Data Products
Experiments in Consumer Behavior
Seminar on Measurement Issues
Mathematical Modeling and Marketing

Drazen Prelec (MIT)
Dean Eckles (MIT)
Tony Ke (MIT)
Juanjuan Zhang (MIT)
David Rand (MIT)
John Hauser (MIT)
Garrett Johnson, Shuba Srinivasan, Andrey Fradkin,
Monic Sun (Boston University)

REFERENCES

Juanjuan Zhang (Chair)
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