

# YUTING ZHU

MIT Sloan School of Management  
100 Main St, E62-378  
Cambridge, MA 02142

yzhu44@mit.edu  
<https://www.zhuyuting.com>

---

## EDUCATION

- |                      |   |
|----------------------|---|
| 2017-2022 (Expected) | Massachusetts Institute of Technology<br>MIT Sloan School of Management<br>Ph.D. Candidate in 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: Salesforce Management, Personalization and Targeting, Search and Matching
- Methodology: Machine Learning, Game Theory, Field Experiment

## PUBLICATIONS

- “Cheap Talk on Freelance Platforms” (with T. 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, and Birger Wernerfelt)  
*Marketing Letters*, 30.3 (2019) 221-232.

## WORKING PAPERS

- “Group Search Strategy” (with Xinyu Cao)  
Invited for Resubmission, *Marketing Science*
- “Dynamic Marketing Policies: Constructing Markov States for Reinforcement Learning” (with Duncan Simester, Jonathan Parker, Antoinette Schoar)

## WORK IN PROGRESS

- “From 0 to 1: Salesforce Management with an Augmented Recommender System” (with Saiquan Hu and Juanjuan Zhang)
- “Algorithm Awareness in Repeated Marketing Campaigns: A Field Experiment” (with Shuyi Yu)

## TEACHING

- Marketing Innovation (MBA), Fall 2020, Spring 2021, Tutorial Instructor, MIT Sloan School of Management
- Power and Negotiation (MBA), Spring 2020, Teaching Assistant, MIT Sloan School of Management

## 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

## CONFERENCE AND SEMINAR PRESENTATIONS

- Marketing Science Annual Conference, Virtual, June 2021 (scheduled)
- Artificial Intelligence in Management (AIM) Conference at USC, Virtual, May 2021 (scheduled)
- MIT Sloan Marketing Seminar, Cambridge, MA, Virtual, May 2021 (scheduled)
- NYU-Temple-CMU Conference on AIML, 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

## INDUSTRY EXPERIENCE

- Tencent Music Entertainment, Innovative Technology Group Intern, 2020 Summer

## GRADUATE COURSEWORK

Microeconomic Theory Sequence	Muhamet Yildiz, Drew Fudenberg, Alexander Wolitzky (MIT)
Macroeconomic Theory Sequence	George Alessandria, Yongsung Chang (University of Rochester)
Econometric Sequence	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 Borelli (University of Rochester)
Nonlinear Econometric Analysis	Kirill Evdokimov, Alberto Abadie (MIT)
Causal Inference and Machine Learning	Joshua Angrist, Victor Chernozhukov (MIT)
Machine Learning	David Sontag, Devavrat Shah, Suvrit Sra (MIT)
Bayesian Modeling and Inference	Tamara Broderick (MIT)
Inference and Information	Polina Golland, Gregory W Wornell (MIT)

Quantitative Economics	Dan Lu (University of Rochester)
Behavioral Economics	Frank Schilbach, Gautam Rao (MIT)
Experimental Economics (Audit)	Benjamin Enke (Harvard)
Seminar on Consumer Search	T. Tony Ke (MIT)
Seminar on Idea Generation	Birger Wernerfelt (MIT)
Seminar on Consumer Behavior	Drazen Prelec (MIT)
Experimental Design and Analysis	Dean Eckles (MIT)
Seminar on Marketing Strategy	T. Tony Ke (MIT)
Data Products	Juanjuan Zhang (MIT)
Experiments in Consumer Behavior	David Rand (MIT)
Seminar on Measurement Issues	John Hauser (MIT)
Mathematical Modeling and Marketing	Garrett Johnson, Shuba Srinivasan, Andrey Fradkin, Monic Sun (BU)