

Qiyuan DENG

Tel: (0755) 235-18745

Email: dengqiyuan@cuhk.edu.cn

Website: <https://qiyuan-deng.github.io>

EDUCATION

Singapore Management University Ph.D. in Business Thesis: Innovative Business Models in Online Retailing	Singapore 2020
University of Science and Technology of China BSc in Economics, School of the Gifted Young	Hefei, China 2015

EMPLOYMENT

The Chinese University of Hong Kong (Shenzhen) Assistant Professor	Shenzhen, China 2021 - present
Singapore Management University Research Fellow	Singapore 2020 - 2021

RESEARCH INTERESTS

- **Applications:**
 - Economics of IS: E-commerce and marketplace analytics, online platforms, social networks
 - IS-Operations Interface: supply chain management, information disclosure, incentives
 - IS-Marketing Interface: influencer marketing, social-media analytics, consumer behavior
- **Methodologies:** Game theory, optimization, data-driven decision making

PUBLICATIONS

- **Qiyuan Deng**, Xin Fang and Yun Fong Lim (2021). “Urban Consolidation Center or Peer-to-Peer Platform? The Solution to Urban Last-Mile Delivery.” *Production and Operations Management*, 30(4): 997-1013.

WORKING PAPERS

- **Qiyuan Deng**, Xin Fang, Zhiling Guo, and Yun Fong Lim. “Strategic Information Provision in the Presence of Online Word-of-Mouth for Omnichannel Retailing.” Major revision at *Information Systems Research*
 - *Finalist, The 11th POMS-HK Best Student Paper Competition, 2020*
- **Qiyuan Deng**, Kejia Hu and Yun Fong Lim. “Cross-Channel Marketing on E-commerce Marketplaces: Impact and Strategic Budget Allocation.” Under review at *Manufacturing & Service Operations Management*
- Linqiu Li, **Qiyuan Deng**, Xin Fang and Yun Fong Lim. “Managing Online Service Platforms with Information Heterogeneity: Service Provision and Contract Design.” Under review at *Management Science*
- **Qiyuan Deng**, Xin Fang and Yun Fong Lim. “Picking One from Two”: Exclusivity under Marketplace Competition (under preparation)

ACADEMIC PRESENTATIONS

- **Urban Consolidation Center or Peer-to-Peer Platform? The Solution to Urban Last-Mile Delivery**
 - INFORMS Annual Meeting, Seattle *2019*
 - Annual International Conference of CSAMSE, Chengdu, China *2019*
 - MSOM International Conference, Singapore *2019*
 - Mostly OM Workshop, Shenzhen, China *2019*
 - The 10th POMS-HK International Conference, Hong Kong *2019*
 - INFORMS Annual Meeting, Phoenix *2018*
 - The 9th POMS-HK International Conference, Hong Kong *2018*
- **Strategic Information Provision in the Presence of Online Word-of-Mouth for Omnichannel Retailing**
 - Shanghai University of Finance and Economics, Zhejiang University, University of Science and Technology of China, The Chinese University of Hong Kong, Shenzhen *2020*
 - INFORMS Annual Meeting *2020*
 - The 11th POMS-HK International Conference, Hong Kong *2020*
 - INFORMS Annual Meeting, Seattle *2019*
 - The 10th POMS-HK International Conference, Hong Kong *2019*
- **Cross-Channel Marketing on E-commerce Marketplaces: Impact and Strategic Budget Allocation**
 - The 14th POMS-HK International Conference, Hong Kong *2023*
 - 32nd Annual POMS Conference *2022*
 - POMS International Conference in China, Xi'an *2022*
 - INFORMS Annual Meeting, Indiana *2022*

TEACHING INTERESTS

Machine Learning for Business, Business Intelligence and Analytics

TEACHING EXPERIENCE

School of Management and Economics, The Chinese University of Hong Kong, Shenzhen

- Machine Learning for Business (Master)
 - Instructor, 2023 Spring
 - Instructor, 2022 Spring
- Business Intelligence and Analytics (Master)
 - Instructor, 2023 Spring
 - Instructor, 2022 Spring

Lee Kong Chian School of Business, Singapore Management University

- Online Business and Marketplaces (Master)
 - Teaching Assistant, 2019 Term 4
- High Performance Warehousing and Fulfillment (Undergraduate)
 - Teaching Assistant, 2019 Term 2
- Operations Management (Undergraduate)
 - Teaching Assistant, 2019 Term 1
- Digital Business Essentials: Innovations and Operations (Master)
 - Teaching Assistant, 2018 Term 4
 - Teaching Assistant, 2017 Term 4
 - Teaching Assistant, 2016 Term 4
- Digital Business Essentials: Innovations and Operations (MBA)
 - Teaching Assistant, 2017 Term 4
- Decision Analysis (Master)
 - Teaching Assistant, 2016 Term 3
- Decision Analysis (MBA)
 - Teaching Assistant, 2016 Term 2

SELECTED AWARDS

- **Finalist, The 11th POMS-HK Best Student Paper Competition** *2020*
 Awarded by the judging committee for the paper “Should Retailers Integrate Their Offline and Online Channels? A Perspective of Product Descriptions and Consumer Reviews”.
- **Singapore Management University Full Scholarship** *2015 – 2019*
 Awarded to students who achieve a high level of academic excellence to support their doctoral work and cover their tuition and stipend.
- **Outstanding Student Scholarship of USTC** *2011 – 2014*
 Awarded by University of Science and Technology of China for high-level academic achievements.

PROFESSIONAL SERVICES

- **Ad Hoc Reviewer**
 - Pacific Asia Conference on Information Systems 2022
 - Production and Operations Management
 - Naval Research Logistics
 - European Journal of Operational Research
 - Omega
 - OR Spectrum
 - Annals of Operations Research
- **Session Chair**
 - INFORMS Annual Meeting, 2020

- INFORMS Annual Meeting, Seattle, 2019
- POMS-HK 2019

INDUSTRY EXPERIENCE

Dell Global B.V. Singapore Branch
Data Science Intern

Singapore
2020

Identified business problems in product line design and product marketing process. Articulated data science opportunities to apply machine learning and optimization techniques in order to improve business decision making.

SKILLS

- **Programming:** Python, R, Matlab
- **Machine Learning:** Regression, SVM, Decision Trees, Random Forest, XGBoost
- **Deep Learning:** Neural Networks, CNN, RNN
- **Business Intelligence:** Tableau, BigQuery