

# Yan Cheng

College of Business  
Shanghai University of Finance and Economics

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**ACADEMIC EMPLOYMENT** **Shanghai University of Finance and Economics**, College of Business  
*Assistant Professor*, 2024 - Present

**EDUCATION** **Tsinghua University**, Department of Industrial Engineering, Beijing, China  
*Ph.D.* 2024  
Advisor: Zuo-Jun Max Shen  
Committee Members: Xinyu Cao, Wei Qi

**Duke University**, Nicholas School of Environment, Durham, US  
*M.E.M. Energy and Economics*, 2017

**Tsinghua University**, School of Journalism and Communication, Beijing, China  
*B.A. Journalism and Communication*, 2015  
*B.S. Economics*, School of Economics and Management, 2015

**RESEARCH** **General Research Interest**  
The Interface between Operations Management and Marketing, Quantitative Marketing, Online Marketplace, Causal Inference in Machine Learning, Field Experiments

## Journal Articles

- “From Social to Purchase: Customer Selection in Social Group Buying,” Yan Cheng, Shaochong Lin, Zuo-Jun Max Shen, accepted at *Production and Operations Management*.

## Papers Under Revision

- “Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach,” Yan Cheng, Jingbo Wang, Xinyu Cao, Zuo-Jun Max Shen, Yuhui Zhang, major revision at *Marketing Science*.

## Working Papers

- “The Heterogeneous Treatment Effect of Bullet Chats: An Instrumental-Variable Approach,” Xinyu Cao, Yan Cheng, Jingbo Wang, Zuo-Jun Max Shen, in preparation for submission.
- “How the Platform Enables Creator: A Perspective of AI Feedback,” Yan Cheng, Shaochong Lin, Zhou Zhou, Zuo-Jun Max Shen, in preparation for submission.

**CONFERENCE PRESENTATION** **“From Social to Purchase: Customer Selection in Social Group Buying”**:  
• 13th POMS-HK International Conference, 2023

**“Selecting Creators to Sign on a Content-Sharing Platform: A Deep-DiD Approach”**:

- Marketing and the Creator Economy Conference, Columbia University, 2023
- 14th POMS-HK International Conference, 2024

**TEACHING EXPERIENCE** **Economics: Data and Methods**  
*Shanghai University of Finance and Economics*

**Literature Review and Research Methods**  
*Shanghai University of Finance and Economics*

**Quantitative Analysis**  
*Duke University, Teaching Assistant*

**FULL-TIME  
INDUSTRY  
EXPERIENCE**

**Product Manager**  
*Alibaba, 2018 Fall - Winter*

**Business Analyst**  
*Baidu, 2017 - 2018*

**HONORS AND  
AWARDS**

Nicholas School of Environment Scholarship, 2016  
Nicholas School of Environment Scholarship, 2017

**SKILLS**

**Programming Languages**  
Python, Stata, Matlab, R, SQL, LaTeX