

Xinyu Cao

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ACADEMIC EMPLOYMENT

- 2022- The Chinese University of Hong Kong, CUHK Business School
 Visiting Scholar
- 2018- New York University, Stern School of Business
 Assistant Professor of Marketing

EDUCATION

- 2013-2018 Massachusetts Institute of Technology
 MIT Sloan School of Management
 Ph.D. in Management (Marketing)
- 2011-2013 University of California, Berkeley
 Department of Industrial Engineering and Operations Research
 M.S. in Operations Research
- 2007-2011 Tsinghua University
 Academic Talent Program
 B.S. in Mathematics and Physics

RESEARCH INTERESTS

- Substantive: Market Research Methodology, Online Platforms, Online Advertising, Social Media
- Methodology: Field Experiments, Structural Modeling, Applied Game Theory

PUBLICATIONS

- “The Impact of COVID-19 Pandemic on the Behavior of Online Gig Workers”
Xinyu Cao, Dennis Zhang, Lei Huang. *M&SOM*, forthcoming.
- “Preference Learning and Demand Forecast”
Xinyu Cao, Juanjuan Zhang. *Marketing Science* 40.1 (2021): 62-79.
 - 2021 John D. C. Little Award, Winner
 - 2021 Frank M. Bass Award, Finalist
- “Cooperative Search Advertising”
Xinyu Cao, Tony Ke. *Marketing Science*, 38.1 (2019): 44–67.
- “How do successful scholars get their best research ideas? An exploration”
Cathy Cao, **Xinyu Cao**, Matthew Cashman, Madhav Kumar, Artem Timoshenko, Jeremy Yang,

Shuyi Yu, Jerry Zhang, Yuting Zhu, Birger Wernerfelt. *Marketing Letters* 30.3 (2019): 221-232.

- “Stochastic Control for Smart Grid Users with Flexible Demand”
Yong Liang, Long He, **Xinyu Cao**, and Zuo-Jun Max Shen. *IEEE Transactions on Smart Grid* 4.4 (2013): 2296-2308.

WORKING PAPERS

- “The Power of Commitment in Group Search”
Xinyu Cao, Yuting Zhu. *Marketing Science*, major revision
- “How Forced Intervention Reduces Algorithm Aversion”
Xinyu Cao, Dennis Zhang. Under review.

WORK IN PROGRESS

- “Higher Pay Motivates Learning in Work”
Xinyu Cao, Dennis Zhang

TEACHING

The Chinese University of Hong Kong Social Media Analytics, Winter 2022 Marketing Management, Spring 2023	Instructor
NYU Stern School of Management Introduction to Marketing (Undergraduate core), Spring 2019/2020/2021/2022 <ul style="list-style-type: none">• Teaching Evaluation (average): 4.6/5.0 Guest Lecture on Field Experiments (PhD seminar), Fall 2018, Fall 2020, Fall 2022	Instructor
MIT Sloan School of Management Marketing Management (EMBA), Fall 2015 Marketing Strategy (EMBA), Winter 2015, Winter 2016, Winter 2017 Pricing (EMBA), Winter 2016 Entrepreneurial Marketing (MBA), Spring 2016 Product Management (MBA), Spring 2016, 2018	Teaching Assistant
University of California, Berkeley Applied Stochastic Processes (Graduate core), Fall 2012 Operations Research II (Undergraduate core), Spring 2013	Graduate Student Instructor

GRANTS, HONORS AND AWARDS

John D. C. Little Award for the Best INFORMS Marketing Paper, 2022
AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, NYU, 2019
Faculty Development Forum Fellow, Washington University in St. Louis, 2019
CGEB Research Grant, NYU, 2018
Sloan Doctoral Research Forum Thesis Prize, MIT, 2018

AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
ISMS Doctoral Consortium Fellow, 2014, 2016
MIT Sloan School of Management Fellowship, 2013-2018
IEOR Department Fellowship, UC Berkeley, 2011-2012
National Motivational Scholarship--1st Award for Academic Excellence, 2008, 2010
Tsinghua--COSL Scholarship, 2009
1st Scholarship of Science and Technology, Tsinghua University, 2009
Meritorious Prize in the Mathematical Contest in Modeling, U.S., 2009
First Prize in National Mathematics Olympiad, 2005, 2006 (Ranked 1st in province)
Silver Medal in China Girls' Mathematics Olympiad, 2006
Silver Medal in China Western Mathematics Olympiad, 2005

INVITED SEMINAR PRESENTATIONS

University of Colorado Boulder, May 2022
Temple University, April 2022
Northeastern University, March 2022
University of Science and Technology of China, July 2021
University of Houston, April 2021
The Chinese University of Hong Kong, March 2021
Hong Kong University of Science and Technology, February 2021
Tsinghua University, School of Economics and Management, January 2021
Northwestern University, Kellogg School of Management, February 2020
Temple University, Fox School of Business, May 2019
Peking University, Guanghua School of Management, December 2018
New York University, Marketing Department (Pro-seminar), December 2018
Modeler's Meeting at PHD Media, New York, October 2018
Stanford University, Graduate School of Business, February 2018
Fudan University, School of Management, November 2017
Peking University, Guanghua School of Management, November 2017
National University of Singapore, School of Computing, November 2017
The University of Hong Kong, School of Business, November 2017
The University of Chicago, Booth School of Business, October 2017
Washington University in St. Louis, Olin Business School, October 2017
University of California, Berkeley, Haas School of Business, October 2017
New York University, Stern School of Business, October 2017
The University of Texas at Dallas, Naveen Jindal School of Management, October 2017
Singapore Management University, Lee Kong Chian School of Business, October 2017
Cheung Kong Graduate School of Business, October 2017
University of Southern California, Marshall School of Business, September 2017
Cornell University, SC Johnson College of Business, September 2017
Temple University, Fox School of Business, September 2017
University of British Columbia, Sauder School of Business, September 2017
MIT, Sloan School of Management, Marketing Seminar, September 2017
MIT, Department of Economics, IO Lunch, September 2017
MIT, Sloan School of Management, Marketing Seminar, November 2015

CONFERENCE PRESENTATIONS

ISMS Marketing Science Conference, June 2021
Post-Pandemic Supply Chain and Healthcare Management Conference, June 2021
AIM (Artificial Intelligence in Management) Conference, May 2021
POMS Conference, May 2021
Western Economic Association International Conference, March 2021
ISMS Marketing Science Conference, June 2020
China Marketing International Conference, Guangzhou, China, July 2019
ISMS Marketing Science Conference, Rome, Italy, June 2019
Summer Institute in Competitive Strategy, Berkeley, CA, June 2019
11th Triennial Invitational Choice Symposium, Cambridge, MD, May 2019
Quantitative Marketing and Economics, Chicago, IL, Aug 2018
Summer Institute in Competitive Strategy, Berkeley, CA, June 2018
ISMS Marketing Science Conference, Philadelphia, PA, June 2018
16th Annual International Industrial Organization Conference, Indianapolis, IN, April 2018
AMA-Sheth Foundation Doctoral Consortium, Iowa City, IA, June 2017
15th Annual International Industrial Organization Conference, Boston, MA, April 2017
ISMS Marketing Science Conference, Shanghai, China, June 2016

PROFESSIONAL SERVICES

Editorial Review Board

Marketing Science

Referee

Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, Production and Operations Management, Information System Research

Conference Committee

41st Annual ISMS Marketing Science Conference, 2019, Advisory Committee

SERVICES

NYU Marketing PhD Program Admission, 2019, 2020, 2021

NYU Marketing PhD Committee, 2021-now

NYU Marketing Department Recruiting Committee, 2019