

Education

2023–Present	National University of Singapore , Singapore Ph.D. in Marketing, Quantitative Marketing Advisors: Noah Lim and Yuting Zhu
2021–2023	National University of Singapore , Singapore M.A. in Economics
2019	University of Pennsylvania , Philadelphia, PA Visiting Student
2017–2021	Northeastern University , China B.Sc. in Information Systems

Research Interests

Substantive	Sales force automation; human-AI interaction; incentive design
Methods	Machine learning; causal inference; field experiments; network analysis

Working Papers

- “Turns Into Leads: Lead-Aware Preference Optimization for LLM Customer Service Automation” (with Keyan Li and Yuting Zhu)
Working paper.

Previous Publications

- “Robustness paradox of attack behavior induced by cascading failures: The larger the attack, the more vulnerable the network?” (with Jianwei Wang and Wei Kai)
International Journal of Modern Physics C, 32.03 (2021) 2150033.
DOI: [10.1142/S0129183121500339](https://doi.org/10.1142/S0129183121500339)
- “Realistic decision-making process with memory and adaptability in evolutionary vaccination game” (with Jianwei Wang, Jialu He, Fengyuan Yu, Meiyu Li, and Wei Chen)
Chaos, Solitons & Fractals, 132 (2020) 109582.
DOI: [10.1016/j.chaos.2019.109582](https://doi.org/10.1016/j.chaos.2019.109582)

Conference Presentations

- Theory + Practice in Marketing Conference, Barcelona, Spain, June 2026.
- Marketing Dynamics Conference, Paris, France, May 2026.

Teaching Experience

2026	BME5501 Service Management , EMBA Teaching Assistant, Instructor: Jochen Wirtz
2026	BMC5502 Social Purpose Marketing , EMBA Teaching Assistant, Instructor: Prem Shamdasani
2026	BMS5516 Customer Centricity and Brand Alignment , Master's Teaching Assistant, Instructor: Prem Shamdasani
2026	BMC5026 Marketing Strategy , EMBA Teaching Assistant, Instructor: Doreen Kum
2026	BMA5506 Product & Brand Management , MBA Teaching Assistant, Instructor: Dayoung Kim
2023 & 2024	BMK5206A Personal Selling and Sales Management , Master's Teaching Assistant, Instructor: Yuting Zhu
2023 & 2024	MKT4722 Personal Selling and Sales Management , Undergraduate Teaching Assistant, Instructor: Yuting Zhu

Previous Research Experience

2022–2023	Research Assistant , MIT Sloan School of Management Advisor: Juanjuan Zhang
2019–2021	Research Assistant , School of Management, Northeastern University Advisor: Jianwei Wang

Industry Experience

2026–Present	Ant Group (Alipay) , Hangzhou, China Academic Research Collaboration
2020	McKinsey & Company , Beijing, China Intern
2018	Everchain , Beijing, China Research Assistant, Supervisor: Andrew Chi-Chih Yao

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