Jasmina Yuzhang CONG

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EDUCATION

NUS BUSINESS SCHOOL, THE NATIONAL UNIVERSITY OF SINGAPORE, Singapore Aug. 2024 - present

Doctor of Philosophy in Marketing

- Cumulative GPA: 4.40/5.00
- Courses Taken: *Experimental Methods for Behavioral Research, Psychological Theories in Consumer Research, Machine Learning and AI in Marketing, Advanced Social Psychology, Analysis of Psychological Data Using GLM, Topics in Microeconomics, Economic Models and Experiments in Marketing, Machine Learning and Economic Forecasting, Quantitative Data Analysis, Groups and Teams*

NUS BUSINESS SCHOOL, THE NATIONAL UNIVERSITY OF SINGAPORE, Singapore Jan. 2023 - Jan. 2024

Master of Science in Management

- Cumulative GPA: 4.80/5.00
- Teaching assistant of course *Quantitative Methods for Human Resource*

UNIVERSITY OF MACAU, Macau, China Aug. 2018 - Jun. 2022

Bachelor of Science in Accounting, with Specialization in Professional Accountancy

- Cumulative GPA: 3.58/4.00
- Dean's Honor List for 8 consecutive semesters
- Second runner-up in the 2021 CGMA Global Business Challenge Macau Semi-final, Chartered Institute of Management Accountants (CIMA)

RESEARCH INTERESTS

Judgement and Decision Making

- **Digital Platforms and Consumer Behavior:** How digital environments influence consumer experiences, behaviors, and evaluations.
- **Behavioral Observation and Social Inference:** How people interpret others' behaviors and use behavioral information to form judgments and make decisions.

ONGOING RESEARCH

- Zhang, Yan, and **Jasmina Yuzhang Cong**, "Digital Platforms and Consumer Behavior"
- Yang, Adelle X., **Jasmina Yuzhang Cong**, and Kristen Duke, "Behavioral Streaks"

WORK EXPERIENCE

Associate, Core assurance, Assurance Department, Oct. 2022 - Nov. 2022

PricewaterhouseCoopers Zhong Tian LLP Shenzhen Branch, Zhuhai, China

- Conducted analytical procedures to ensure the accuracy and reliability of financial reports and performed preliminary reviews prior to fiscal year-end

Intern, Business Tax, Tax and Business Advisory Department, Jun. 2021 - Jul. 2021

Shanghai Deloitte Tax Ltd. Dalian Branch, Dalian, China

- Edited reports on the referential value of Russia's tax measurements and analyzed and visualized client profitability by benchmarking against comparable companies

OTHER INFORMATION

- Language: English (conversant), Cantonese (conversant), Mandarin (native)