

Yuan Qu

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RESEARCH INTERESTS

Revenue Management; Reinforcement Learning; Business Intelligence; Combinatorial Optimization; Game-theoretic Applications; Transportation Engineering;

EDUCATION

Ph.D., Management (Concentration on Operations Research) 09/2018 - 05/2023
Management Science and Information Systems, School of Business
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ
Advisor: Dr. Endre Boros

M.S., Information Technology 01/2017 - 05/2018
Management Science and Information Systems, School of Business
Rutgers, the State University of New Jersey, Newark and New Brunswick, NJ

B.S., Electronic Engineering 09/2013 - 06/2017
School of Information and Communication Engineering,
University of Electronic Science and Technology of China, Chengdu, China

B.S., Management Administration 09/2013 - 06/2017
School of Management and Economics,
University of Electronic Science and Technology of China, Chengdu, China

PUBLICATIONS

Under Review

- Jingjing Li, **Yuan Qu**, Jingyuan Yang (*author names in alphabetical order*), Building Resilience During Crises: A Big Data Empowered Reinforcement Learning Approach for Airline Insurance. *Under Review*, **Information Systems Research** (UTD24, FT50, 5-year impact factor 6.89).
- Hongyu Zheng, Kenan Zhang, Macro Nie, Pengyu Yan, **Yuan Qu**, How Many Are Too Many? Analyzing Dockless Bikeshearing Systems with a Parsimonious Model. *Major Revision*, **Transportation Science** (5-year impact factor 4.25).

Research in Progress

- **Yuan Qu**, Jian Yang, Qing Wu, Inventory Control in Probabilistic Selling. *To be submitted to Management Science*.
- Jingyuan Yang, **Yuan Qu**, Wei Zeng, One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks. *Targeting at MIS Quarterly*.
- Chaitanya Kaligotla, Sarah Wittman, Jingyuan Yang, **Yuan Qu**, Wei Zeng. Diminishing Returns to Social Capitalist Firms and Their Employee Advocates: Evidence from WeChat. *Targeting at Organization Science*.
- Jingyuan Yang, Shun Ye, **Yuan Qu**, Dynamic Recommender systems for Crowd Sourcing Platform. *Targeting at Information Systems Research or MIS Quarterly*.

TEACHING EXPERIENCE

Rutgers Business School
Instructor

09/2019 - present

- Graduate Course: “Business Data Management”, 26:198:603, Fall 2019
- Undergraduate Course: “Statistical Methods for Business”, 33:136:375, Fall 2019
- Undergraduate Course: “Management Information Systems”, 33:136:370, 2020 - 2022
- Tableau Workshop for MBA program, Spring 2022

PROFESSIONAL ACTIVITIES

Presentations

- Drivers For Personal Social Marketing Effectiveness: A Joint View Of Content And Diffusion, *INFORMS Annual Meeting, Virtual, 2020.*
- Equilibrium Mechanism in Probabilistic Selling (Invited Research Seminar Presentation), *Stony Brook University, Virtual, 2020.*
- Machine Learning in Business (Invited Research Seminar Presentation), *University of Electronic Science and Technology of China, Chengdu, China, 2020.*
- One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks, *Rutgers-NJIT Business School Joint Ph.D. Seminar, Newark, NJ, 2019.*
- One Size Does Not Fit All: Personal Match and Marketing Message Effectiveness on Social Networks, *INFORMS Annual Meeting, Seattle, WA, November 2019.*

Reviewer Services

- Ad hoc Reviewer for ACM SIGKDD Conference on Knowledge Discovery and Data Mining (SIGKDD)
- Ad hoc Reviewer for International Conference on Knowledge Science, Engineering and Management (KSEM)

HONORS & AWARDS

- Dean’s Office Summer Scholarships, *Rutgers Business School* 2022
- Dean’s Competition for Summer Ph.D. Research Assistants, *Rutgers Business School* 2021
- Graduate School-Newark Scholarship, *Rutgers University* 2020
- University Merit Graduate Scholars Award, *Rutgers University* 2019
- China National College Student Information Security Contest, Bronze Award 2016
- China National College Student Entrepreneurship Contest, Bronze Award 2016
- China National College Student Information Security Contest, Bronze Award 2015
- The Western Star of Innovation and Entrepreneurship, 4th place, Bronze Award 2015

INDUSTRIAL EXPERIENCE

Allianz Partners , <i>Seasonal Data Scientist</i> , Remote	05/2021 - 08/2021
Whitepark Capital , <i>Data Scientist</i> , Jersey City, NJ	03/2018 - 05/2018
Chengdu Value-fan Information Service , <i>Cofounder</i> , Chengdu, China	01/2016 - 07/2017
Sichuan Reiteng Sports , <i>IT Administrator</i> , Chengdu, China	11/2014 - 10/2015