

Miao Yu

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Education

The University of Hong Kong

PhD, Innovation and Information Management

Hong Kong, China

2021–2025 (expected)

- Advisor: Prof. Hailiang Chen

University of Michigan

M.S. in Technology and Operations, Stephen M. Ross School of Business

Ann Arbor, MI

2017 – 2019

- Cumulative GPA – 3.89/4

Nankai University

B.S. in Logistics Management (with highest honor), Nankai Business School

Tianjin, China

2013 – 2017

- Rank – 1/29

Hong Kong University of Science and Technology

Research Internship Student

Hong Kong, China

2016

Research Interests

- **Application:** Gig Economy, Mobile Live Commerce
- **Methodologies:** Empirical Econometrics, Applied Machine Learning

Working Papers

Just the Right Emotion: Exploring the Effects of Verbal and Facial Emotions in Live Streaming E-commerce

- with Hailiang Chen (University of Hong Kong), Yifan Dou (Fudan University)
- Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4141860

The Impact of Conservative Estimated Time of Arrival Algorithm on Food Delivery Rider Behaviors

- with Hailiang Chen (University of Hong Kong), Yu Jeffrey Hu (Purdue University), Yuan Cheng (Tsinghua University)
- Available at SSRN: <https://ssrn.com/abstract=4631152> or <http://dx.doi.org/10.2139/ssrn.4631152>

Conference Presentations

Just the Right Emotion: Exploring the Effects of Verbal and Facial Emotions in Live Streaming E-commerce

- China Summer Workshop on Information Management (CSWIM) 2023, Changsha, China
- Workshop for Information Systems and Economics (WISE) 2021, Austin, USA

The Slower The Better? The Impact of Subsidizing ETA on Customer Satisfaction and Rider Welfare in Online Food Delivery

- Joint University Summer Workshop on Information Systems (JUSWIS) 2023, Hong Kong, China

- Statistical Challenges in Electronic Commerce Research (SCECR) 2022, Madrid, Spain

Skills

- Python, R, SQL, STATA, MATLAB, CPLEX, Mathematica, C++

Teaching Experience

Business School, University of Hong Kong

Teaching Assistant

MSBA 7012 Social Media and Digital Marketing Analytics

Spring 2022, Spring 2023

- Three tutorials and graded assignments.

Stephen M. Ross School of Business, University of Michigan

Teaching Assistant

TO 605 Manufacturing and Supply Operations (MBA Elective)

Fall B 2018, Winter A 2019

- Coordinated in-class activities; graded assignments and exams.

TO 313: Operations Management (BBA Core)

Fall 2018

- Lectured review sessions on class materials.

TO 301: Introduction to Business Analytics and Statistics (BBA Core)

Summer 2018

- Create a bank of all the homework problems.

Industry Experience

Machine Learning Scientist (Intern), Meituan

Nov.2021-Nov.2022

Applied Scientist (Intern), Ping An Technology

May.2023-Sep.2023

Honors and Awards

HKU Presidential PhD Scholarship, University of Hong Kong

2021-2025

Ross Business School Fellowship, University of Michigan

2017-2019

Distinguished Undergraduate Award

2017

Merit Student

2014-2017

Tianjin Government Scholarship

2015-2016

- 2% university wide

The National Southwest Associated University Scholarship

2014-2015

- 2% university wide

The 1st Outstanding Student Scholarship

2013-2014

- 5% university wide

First Prize in National Undergraduate Innovative Research Program

May. 2017

The Honorable Mention in Interdisciplinary Contest in Modeling (ICM)

Feb. 2016

1st prize in national Mathematical Contest in Modeling (CUMCM)

Sept. 2015

Academic Services

- Journal Reviewer: Information & Management
- Conference Reviewer: International Conference on Information Systems (ICIS); Pacific Asia Conference on Information Systems (PACIS)