

# Yue ZENG

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## Education

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<b>Singapore Management University, LKCSB</b> <i>PhD in Operations Management</i>	<b>Aug 2024-Present</b> <i>Singapore</i>
<b>The Chinese University of Hong Kong, School of Engineering</b> <i>Master of Science in Financial Technology</i>	<b>Sep 2021-Nov 2022</b> <i>Hong Kong, China</i>
<b>South China University of Technology, School of Mathematics</b> <i>Bachelor of Engineering in Information Management &amp; System</i>	<b>Sep 2017-Jun 2021</b> <i>Guangzhou, China</i>

## Research Interests

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- Data-driven and Robust Optimization
- Decision Making under uncertainty
- Online Platform

## Works in Progress

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**Multi-product Pricing and Multi-channel Budget Allocation for E-commerce Retailers: A Data-driven Target-oriented Robust Optimization Framework**

*Co-authored with Prof. Deng Qiyuan (CUHKSZ)*

## Working Experience

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**The Chinese University of Hong Kong, Shenzhen, School of Management and Economics** **Jul 2022-Jul 2024**

**Research Assistant-- supervised by Prof. Deng Qiyuan**

### Teaching Assistant

- **ECO2121: Basic Statistics**  
- 2022-2023 Term 2, Holding tutorials
- **DMS3210: Topics in Supply Chain Management**  
- 2022-2023 Term 2
- **IDE4110: Management Innovation of China**  
- 2022-2023 Term 1 & 2023-2024 Term 1

## Select Awards and Honors

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- Academic achievement scholarship at CUHK, Fintech Program (top 5), Dean's List

## Skills

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**Programming & Software:** Python, R, C++, LATEX, MATLAB, SQL Server, Mathematica, Gurobi