

Dai YAO

Last updated: June, 2026

Dept of Management and Marketing
Faculty of Business
The Hong Kong Polytechnic University
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Education

INSEAD, PhD Management (Marketing), 2009-2014

Dissertation: *Modeling Simultaneous and Sequential Multi-Category Customer Behavior*

Advisors: Professors Hubert Gatignon, V. (Paddy) Padmanabhan, Hernán A. Bruno, Miguel Sousa Lobo

Singapore Management University, MSc Operations Management, 2007-2009

Tsinghua University, BEng Computer Science and Technology, 2002-2006

Academic Employment

Associate Professor of Marketing, The Hong Kong Polytechnic University, 2021.09-

Assistant Professor of Marketing, National University of Singapore, 2014.07-2021.06

Research

Interests/expertise and topics

Development, Application, and Incubation (DAI) of Statistics, Artificial intelligence, Neuroscience, and Economics based (SANE) solutions for business problems, using a Data-driven, Analytics-empowered, and Intelligence-guided (DAI) approach

Digital economies; platform economies; two-sided markets; cross-border commerce; environmental, social, and governance (ESG); innovation

Social influences; externalities; instant retail; pay-what-you-want; omnichannel; pre-views; free samples; decision biases; emotion; satisfaction; nudging; learning; privacy

Journal Publications

* students (PhD, Postdoc, RA) when project started. † equal authorship. ‡ correspondence.

1. Liang, Ce*, Lu Meng*, Shen Duan*, Dai Yao, and Yuwei Jiang (2026), "Let Me Show You What Your Tips Can Do! Materially Referenced Tip Recommendation Prompts Tipping," *Journal of Consumer Research*, 53(1), 162-181. [DOI]

2. Lobo, Miguel Sousa, and Dai Yao (2026), "Fat Tails in Human Judgment: Empirical Evidence and Implications for the Aggregation of Estimates and Forecasts," *Management Science*, 72(3), 2364-2379. [SSRN][DOI]
3. Yao, Dai, Shijie Lu, and Xingyu Chen (2025), "Crowding-Out in Content Monetization under Pay What You Want: Evidence from Live Streaming," *Production and Operations Management*, 34(12), 3937-3957. [SSRN][DOI]
4. Yao, Dai, Chuang Tang*, and Junhong Chu (2023), "A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Markets," *Marketing Science*, 42(1), 166-188. [SSRN][DOI]
- [Github Repo](#), [Some relevant slides \(in Chinese\)](#)
5. Duong, Hai Long*, Junhong Chu, and Dai Yao (2023), "Taxi Drivers' Response to Cancellations and No-shows: New Evidence for Reference-dependent Preferences," *Management Science*, 69(1), 179-199. [SSRN][DOI]
6. Lin, Yan, Dai Yao, and Xingyu Chen (2021), "Happiness Begets Money: Emotion and Engagement in Live Streaming," *Journal of Marketing Research*, 58(3), 417-438. [DOI]
(† equal contribution by first two authors)
- [Lead Article](#), [JMR 2022 Top Cited Articles \(# 2\)](#), [JMR Most Read Articles](#), [JMR Most Cited Articles \(# 1 of all papers in past three years\)](#)
- 第十一届深圳市哲学社会科学优秀成果奖
7. Lu, Shijie, Dai Yao, Xingyu Chen, and Rajdeep Grewal (2021), "Do Larger Audiences Generate Greater Revenues under Pay What You Want? Evidence from a Live Streaming Platform," *Marketing Science*, 40(5), 964-984. [DOI]
8. Chen, Xingyu, Xing Li, Dai Yao, and Zhimin Zhou (2019), "Seeking the Support of the Silent Majority: Are Lurking Customers Valuable to UGC Platforms?" *Journal of the Academy of Marketing Science*, 47(6), 986-1004. [SSRN][DOI] († authors in alphabetical order)
- [Lead Article](#)
9. Chae, Inyoung, Andrew Stephen, Yakov Bart, and Dai Yao (2017), "Spillover Effects in Seeded Word-of-Mouth Marketing Campaigns," *Marketing Science*, 36(1), 89-104. [SSRN][DOI]
- [MSI Research Grant #4-1967](#), 2015, USD 7,200

Business Cases

1. Wang, Chuang, Minna Bai, and Dai Yao[†] (2023), "Leyaoyao's Diversification: Vertical or Horizontal?" [Ivey Publishing](#), [Harvard Business Publishing](#).
2. Chen, Xingyu, Li Ji, Ling Jiang, Shijie Lu, and Dai Yao[†] (2020), "Mobiuspace: Venturing into Emerging Markets," [Ivey Publishing](#), [Harvard Business Publishing](#).
3. Chen, Xingyu, Ling Jiang, Li Ji, and Dai Yao[†] (2020), "Youliaodao in the Era of Paid Knowledge: Go Big or Go Home?" [Ivey Publishing](#), [Harvard Business Publishing](#).

Practice-Oriented Materials

1. Sun, Yacheng, Dai Yao, and Yijun (Adrien) Zou (2023), "Towards a Utopian Smart Retail Industry," *清华管理评论 (Tsinghua Business Review)*, 4, 6-14. [Published version.](#)

Students

PhD/PostDoc/RA at HK PolyU

HKPFS=Hong Kong Postgraduate Fellowship; *PPPFS*=PolyU Presidential PhD Fellowship;
PRPgS=PolyU Research Postgraduate Scholarship; *DPDP*=Dual PhD Degree Programmes;
JPSS=Joint PhD Supervision Scheme;
URIS=Undergraduate Research and Innovation Scheme

..... *Ongoing*

2026-, chief advisor; Yuji LI (李雨霖), *PRPgS*.

2025-, chief advisor; Peiyi LUO (罗佩怡), *PRPgS* (**competitive**), nomination for *PPPFS*.

2025-, chief advisor; Jing YAN (颜婧), *PRPgS*.

2025-, co-advisor (chief: Prof. Yuwei JIANG); Jiayi QIN (秦嘉忆), *HKPFS* (**competitive**).

2024-, chief advisor (co-advisor: Prof. Bicheng YANG); Sijiong REN (任思jiong), *PRPgS*

2024-, co-advisor (chief: Prof. Bicheng YANG); Mingyang LIU (刘明扬), *PRPgS*

2023-, co-advisor (chief: Prof. Yue Katherine FENG); Rui QIN (秦瑞), *PRPgS*

2023-, co-advisor (chief: Prof. Bicheng YANG); Yucheng XIE (谢雨铖), *PRPgS*

2025-, with Prof. Jianxiong HUANG, SCUT; Yixing YANG (杨益兴), *DPDP* (**competitive**).

2024-, with Prof. Xinyue ZHOU, ZJU; Aojie ZHANG (张傲杰), *DPDP* (**competitive**)

2024-, with Prof. Lu HUANG, SCU; Qian RUAN (阮茜), *DPDP* (**competitive**)

..... *Postdoc Fellow*

2026-, Dr. Yi ZHANG (张毅, PhD, UIBE); funded by MM, FB, PolyU

2024-2026, Dr. Dan BI (闭丹, PhD, XJTU); funded by FB, PolyU (**competitive**)

2023-2024, Dr. Banggang WU (吴邦刚, PhD, THU); funded by FB, PolyU (**competitive**)

..... *PhD*

2025-2026, chief advisor; Haishan YE (叶海珊), *HKPFS* (**competitive**).

2024-2025, chief advisor; Ziqian SHAN (单子骞), *PPPFS* (**competitive**)

2022-2026, co-advisor (chief: Prof. Yue Katherine FENG); Pengyao SUN (孙彭尧),
HKPFS

..... *Research Assistant*

2024, Qiang XU (徐强, PhD at USTC, with Prof. Yongjun LI)

2024, Bu LI (李布, started PhD at THU with Prof. Zhijie LIN, THU)
 2023-2024, Qingyu YOU (游清宇, National School of Development, PKU)
 *Joint or Dual PhD*
 2023-2025, with Prof. Gengzhong FENG, XJTU; Baozhen ZHAN (战保臻), JPSS (**competitive**)
 2023-2024, with Prof. Zili ZHANG, HIT; Yujie WANG (汪玉洁), DPDP (**competitive**)
 *Undergraduate*
 2025-2027, supervisor; Skye Rafaelle TAN, URIS (**competitive**)
 2023-2024, supervisor; Yuguang PAN, URIS (**competitive**)

Other PhD students (here and there without my direct supervision)

2023-, Yulin HAO (郝宇琳), Simon Business School, University of Rochester
 2023-, Run WENG (翁润), SCUT-CN (chief advisor: Prof. Chuang WANG)
 2023-, Tongshu YANG (杨桐舒), HKU (chief advisor: Prof. Junhong CHU)
 2021-2024, Angela Yi GAO (高艺), HK PolyU
 2022, Yuqing GU (谷宇晴), Michigan Ross

PhD at NUS

2014-2019, chief advisor (co-advisor: Prof. Junhong CHU); Chuang TANG (唐闯), *President's Graduate Fellowship*; initial placement (PKU-HSBC).
 2014-2016, chief advisor; Yue WANG (王月); initial placement (SUSS).

DBA/DMgt (工商管理博士/管理学博士) at HK PolyU: [link](#)

2026-, chief advisor; Stanley CHEN (陈沙厘)
 2026-, chief advisor; Jialong LI (李嘉龙)
 2026-, chief advisor; Hua ZHANG (张华)
 2026-, chief advisor; Nanxi LIN (林南希)
 2026-, chief advisor; Siya LI (李思雅)
 2026-, chief advisor; Chushen LUO (罗楚深)
 2026-, chief advisor; Huan LIU (刘桓)
 2026-, chief advisor; Xiuqiong LIU (刘秀琼)
 2025-, chief advisor; Fang YUAN (袁方)
 2025-, chief advisor; Shida HUANG (黄诗达)
 2025-, co-advisor; Yiqing ZHAO (赵艺晴, chief advisor: Prof. Xin XU)
 2025-, chief advisor; Kun ZHANG (张坤)
 2024-2026, chief advisor; Zhenghan HE (何正晗)

MTE (科技创业硕士) at HK PolyU: [link](#)

2026-, chief advisor; Meng LIU (刘蒙)

2026-, chief advisor; Letong ZHANG (张乐桐)

2026-, chief advisor; Changyao LUO (罗昌yao)

MSc at HK PolyU: [link](#)

2026-, chief advisor; Yue CUI (崔悦)

2026-, chief advisor; Shanhe ZHAO (赵珊禾)

2024-2025, chief advisor; Jia LU (陆佳)

2024-2025, chief advisor; Yun WU (吴芸)

2024-2025, chief advisor; Ling LIU (刘凌)

2024-2025, chief advisor; Sin Yuen CHAN

Grants (\approx HKD 20M, \approx SGD 200K, and others including CNY, EURO, and USD)

NSFC = 国家自然科学基金(National Natural Science Foundation of China) ;

NSSFC = 国家社会科学基金(National Social Science Foundation of China) ;

NSF-GD = 广东省自然科学基金(National Natural Science Foundation, Guang Dong) ;

GRF = 香港研资局优配研究金(General Research Fund in Hong Kong) ;

AcRF = 新加坡教育部研究基金(Academic Research Fund in Singapore) ;

MSI = Marketing Science Institute ;

NTFCF = 黄廷方慈善基金(Ng Teng Fong Charitable Foundation Research Fund) ;

- external (beyond HK PolyU)

2026-2027 (PI), Lenovo (Beijing) Limited, HKD 100,000

2026-2028 (PI), *GRF*, #15512325, *RGC*, HKD 890,000

2026-2030 (主要参与人), 智能感知环境下的企业智能营销模型研究, 国家自然科学基金管理科学部重点项目, led by Yacheng SUN at THU (PI), CNY 1,600,000.

2023 (Co-PI), Research Grant, *MSI*, USD 5,000

2023-2026 (PI), *GRF*, #15505023, *RGC*, HKD 669,895

2022-2025 (PI), *GRF*, #15509522, *RGC*, HKD 634,500

- internal (within HK PolyU)

2024-2027 (PI), *Collaborative Research with World-Leading Research Groups*, HK PolyU, HKD 1,167,200; **only 6 projects awarded in total**

2026-2029 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 400,000

2025-2026 (PI), Incentive Scheme for GRF Score 3.5, MM Dept., HKD 50,000

2025-2026 (PI), Incentive Scheme for GRF Early Submission, MM Dept., HKD 10,000

2025-2028 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 240,000

2024-2027 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 240,000

2023-2026 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 180,000

2022-2025 (PI), Incentive Scheme for UTD Publications, FB, HK PolyU, HKD 180,000

2021-2024 (参与者), 面向在线知识付费的智能知识服务理论与方法研究, 国家自然科学基金面上项目, led by Jin ZHANG at RUC (PI), CNY 480,000.

2021-2024 (PI), Start-up Grant, HK PolyU, HKD 500,000

- For supervising PhD and Postdoc

2025-2029 (co-advisor of Jiayi QIN), **HKPFS (competitive)**, \approx HKD 1,200,000

2025-2029 (advisor of Haishan YE), **HKPFS (competitive)**, \approx HKD 1,200,000

2025-2029 (advisor of Peiyi LUO), **PRPgS (competitive)**, \approx HKD 1,200,000

2025-2029 (advisor of Jing YAN), **PRPgS**, \approx HKD 1,200,000

2025-2027 (advisor of Yixing YANG, SCUT), **DPDP (competitive)**, \approx HKD 450,000

2024-2026 (advisor of Qian RUAN, SCU), **DPDP (competitive)**, \approx HKD 450,000

2024-2026 (advisor of Aojie ZHANG, ZJU), **DPDP (competitive)**, \approx HKD 450,000

2024-2028 (advisor of Ziqian SHAN), **PPPFS (competitive)**, \approx HKD 1,200,000

2024-2028 (advisor of Sijiong REN), **PRPgS**, \approx HKD 1,200,000

2024-2028 (co-advisor of Mingyang LIU), **PRPgS**, \approx HKD 1,200,000

2023-2025 (advisor of Yujie WANG, HIT), **DPDP (competitive)**, \approx HKD 450,000

2023-2027 (co-advisor of Rui QIN), **PRPgS**, \approx HKD 1,200,000

2022-2026 (co-advisor of Pengyao SUN), **HKPFS (competitive)**, \approx HKD 1,200,000

2024-2026 (advisor of Dr. Dan BI, XJTU), Postdoc (**competitive**), \approx HKD 720,000

2022-2024 (advisor of Dr. Banggang WU, THU), Postdoc (**competitive**), \approx HKD 720,000

2023-2024 (advisor of Baozhen ZHAN, XJTU), **JPSS (competitive)**, HKD 196,600

2025-2027 (advisor of Skye Rafaelle TAN, PolyU-MM), **URIS (competitive)**, HKD 50,000

2023-2024 (advisor of Yuguang PAN, PolyU-EIE), **URIS (competitive)**, HKD 40,000

- Prior to HK PolyU

2018-2020 (PI), **AcRF Tier 1**, Ministry of Education, Singapore, SGD 40,000

2018-2021 (参与者), 基于在线问答社区的智能信息服务方法及其用户决策影响研究, 国家自然科学基金面上项目, led by Jin ZHANG at RUC (PI), CNY 480,000.

2017-2018 (Co-PI), **NTFCF**, SGD 33,560

2015-2017 (PI), **Humanities and Social Sciences Seed Fund**, NUS, SGD 35,000

2014-2017 (PI), Start-up Grant, NUS, SGD 90,000

2013-2014 (Co-PI), INSEAD Research Fund, € 1,800

2012-2012 (PI), Data Grant from *Wharton Consumer Analytics Initiative*

- *Grants from Mainland*

2014-now (Collaborator), multiple projects funded by *NSFC, NSF-GD, and NSSFC*

Awards

2023, **Outstanding Young Researcher**, Faculty Prizes, FB, HK PolyU

Academic Presentations

* *selected presentations by coauthors.*

When More Fishes Come to a Small Pond: . . .

- MASS, UNSW (2026, *scheduled*); MDC, ESSEC (2026, *scheduled*)

"You" Are Great: . . .

- MASS, UNSW (2026, *scheduled*)

Love Me, Love My Dog? . . .

- CMAU *Annual Meeting of the Enterprises*, ZJU-CN (2025)

Benchmarking with GenAI (Sometimes combining Zhan et al. 2025 and Ye et al. 2025)

- *HK Quant MKT Seminar Series* (2025); AIM Conference, USC (2026, *withdrawn*)

AI Generated Summaries, Consumer Behaviors, and Business Implications

- *CMAU Annual Conf*, SDU-CN (2025)

Store Visits, Locations, and Customer Perceptions: . . .

- *HK Quant MKT Seminar Series* (2024); *China India Insights Conf.* Yale & HKU (2024); *MKSC Conf*, UNSW (2024); SJTU-CN (2024); CUC-CN (2025); NTU (2025)

The Unintended Narrowing of Variety: . . .

- *MKSC Conf*, UGA (2025); MASS, UNSW (2026, *scheduled*)

Can Public AI Chatbots Act as Social Nudges . . .

- *MKSC Conf*, UGA (2025)

Why Do More Free Samples Lead to Less Purchases in Digital Content Market: . . .

- *China India Insights Conf.* Yale & HKU (2024)

In-Store Social Crowdedness and Customer Behaviors

- *HK Quant MKT Conf*, HKU (2023); UMacau (2023); *MKSC Conf*, UMiami (2023)

Roses are Also Fragrant in Others' Hands: . . .

◦ *HK Quant MKT Seminar Series* (2023); *MKSC Conf, UMiami* (2023); *TPM Conf, HEC Lausanne* (2023)

All Smiles Are Not Created Equal: . . .

◦ *MKSC Conf, UGA* (2025); *ACR Asia-Pacific Conference, Indonesia* (2024); *MM-SHTM Joint Symposium on "New Frontier in the Service Industry"*, PolyU (2024); *Marketing and the Creator Economy Conf, Columbia U* (2023); *SUSTech* (2024); *UMelbourne* (2022); *HNU-CN* (2022); *UWarwick* (2022); *NTU* (2021)

Crowding-Out in Content Monetization under Pay What You Want: . . .

◦ *TPM Conf, Columbia U* (2019); *MKSC Conf, UMiami* (2023)

Ordeal by Innocence: . . .

◦ *HNU-CN* (2019); *PKU-PHBS* (2019); *Interactive Marketing Research Conf, ULondon* (2020, *cancelled*)

A Dynamic Model of Owner Acceptance in Peer-to-Peer Sharing Market

◦ *Boston College* (2021); *UHouston* (2018)

Happiness Begets Money: Emotion and Engagement in Live Streaming

◦ *HK PolyU* (2021); *THU-CN* (2020); *PKU-Guanghua-CN* (2020); *HKCU* (2020); *MKSC Virtual Conf, Duke* (2020); *The 18th Pre-ICIS Workshop on e-Business, Munich, DE* (2019)*; *Conf on AI & ML, and Business Analytics, Temple* (2019)

Do Larger Audiences Generate Greater Revenues . . .

◦ *XMU-CN* (2018); *FDU-CN* (2017); *PKU-Guanghua* (2017); *China India Insights Conf, Yale & INSEAD* (2018); *NUS-Tsinghua Workshop on Digital Economy* (2018); *The 12th Annual Bass FORMS, UTD* (2018)*; *Conf on Digital, Mobile Marketing, and Social Media Analytics, NYU* (2017)*; *Marketing Dynamics Conf, HKUST* (2017); *MKSC Conf, USC* (2017)

Prospect of Financial Rewards Induces Strategic Provision of Voluntary Content

◦ *HEC Paris* (2019)*; *NUS-Tsinghua Workshop on Digital Economy* (2019)

Content Monetization and Preview Design

◦ *Marketing Analytics Symposium at Sydney (MASS), UNSW* (2020); *MKSC Conf, Univ. of Roma Tre & NYU, Italy* (2019); *Marketing Dynamics Conf, UMD* (2019); *CMU-Temple Conf on Digital Marketing and Machine Learning, CMU* (2018); *NSFC-RGC Young Scholars Forum, Harbin, China* (2018)*; *NUS-USTC Workshop on Data Driven Prescriptive Analytics, NUS* (2018)

Multi-Step Matching in Peer-to-Peer Sharing Markets

◦ *China India Insights Conf, Yale & INSEAD* (2018)*; *INFORMS International Conf, Taipei* (2018); *JMS China MKT Conf, Jinan Univ.* (2017)*; *MKSC Conf, FDU-CN* (2016)*

Online Retail in Developing Economies: Drivers of Product Returns

◦ *OSU* (2019); *SZU-SABS-CN* (2019); *MSOM Conf, Dallas* (2018)*; *POMS Conf, Houston* (2018)*

Taxi Drivers' Response to Cancellations and No-shows: . . .

- *Quantitative Marketing and Economics Conference*, UChicago (2018)*

The Impact of Response Time in Matching Markets

- WHU-CN (2017); RUC-CN (2016); SZU-CN (2016); *JMS China MKT Conf*, JNU-CN (2017)*; *China MKT International Conf*, UIBE-CN (2017)*

Demand Estimation with Non-Constant Stochastic Variances: . . .

- HK PolyU (2017); *Marketing Dynamics Conf*, THU-CN (2015); *MKSC Conf*, JHU (2015)

Multi-Feature Product Usage with Learning

- *INSEAD Brownbag Seminars* (2013); *Greater-China Conf on Mobile Big Data Marketing*, CUHK (2016); *MKSC Conf*, Istanbul (2013)

Why Customers Upgrade Their Reserved Options: . . .

- Wharton (2014)*; *Marketing Dynamics Conf*, Stanford (2014)

Human Judgment is Heavy-Tailed: . . .

- *Multidisciplinary Decision Science Symposium*, Singapore (2010); *INFORMS Annual Meeting*, UT Austin (2010)

Discussant

Deep Network Representation Learning for Market Structure Discovery. Yi Yang, Kunpeng Zhang, and P.K. Kannan. *The 14th Bass FORMS*, UT Dallas, 2020

Invited Speakings in Public and Presentations in Corporates

AI and Business, 2026 腾云出海全球行·香港百强高校游学交流, May 2026 ([Poster](#), [Video](#))

Influencer Identity and Live Streaming Commerce, 中国高等院校市场学研究会企业年会·浙江大学, Oct 2025 ([Photo](#), [Report](#))

Omni-Channel Marketing, [鱼你在一起](#) (Yonny), May 2025 ([Photo 1](#), [Photo 2](#), [Report](#))

Users, Communities, Incentives, and Some New Revenue Models, 湖畔创研中心 (Hupan Entrepreneurship Research Center), Oct 2024

Social Media Marketing Empowered by New Technologies, 贵州茅台江苏省经销商联谊会 (Dealer Sodality in Jiangsu Province, Kweichow Moutai), Jul 2024 ([Video](#), [Report](#)).

Emotional Value in Digital World, [Influencer Marketing Symposium](#), Asian Centre for Branding & Marketing, Hong Kong PolyU, Dec 2023.

Emotional Value in Digital World, [成都国腾集团](#) (Chengdu College of University of Electronic Science and Technology of China & Global Tel), Oct 2023 ([Photo](#))

Digital Renaissance—Greater Bay Area Cultural Innovation Forum, HKU Business School Shenzhen Center, Sep 2023.

Roundtable Forum, 中关村论坛系列活动 (ZGC Forum), May 2023 (Photo 1, Photo 2)

Sharing Economy, 信永中和 (Shine Wing International), Dec 2021 (Github, Slides)

Asia Pricing & Revenue Management Summit, Aug 2019 (link)

Mining Consumer Financing Data, Visa Inc., Feb 2019

Online Business and Digital Marketing, 6estates, Aug 2018

Mobile Games and Customer Lifetime Value, 伯乐游戏 (Bolegames), Dec 2017

Multiple project specific presentations at collaborating firms including:

敦煌网 (DHgate): 全球领先的B2B电子商务平台

爱笔智能 (Aibee): 赋能线下空间数字化与智能化升级

惠农科技: 买卖农产品, 就上惠农网

果集信息科技: 社交媒体全链路服务商

四川省医学科学院·四川省人民医院: 原国立中央大学医学院附属医院

点石科技: 软件定制开发|数字化中台SaaS软件服务

紫檀数据(Sandalwood): 全球化的大数据洞察与研究机构

联想集团(Lenovo): 全球最大个人电脑供应商

AlikeAudience: Power up your ROI with high performing audience segments

PP租车(PPzuche): Acquired by 瓜子二手车 in 2019

糗事百科 (Qiushibaik)

Shopee (NYSE:SE): Leading Online Shopping Platform In SEA and Taiwan

大宇无限 (Mobiuspace): 打造用户长久喜爱的产品, 让科技惠及世界每个角落

汽车之家 (AutoHome, NYSE:ATHM): 看车买车用车换车, 省时省心省钱

学堂在线 (Tsinghua XuetangX): 精品在线课程学习平台

正保远程教育 (China Distance Education Holdings, NYSE:DL, delisted)

中国移动香港 (CMHK): 5G香港网络供应商

many more...

Teaching

At HK PolyU

MM6414, AI Management & Marketing Strategy, DBAI, 2025-.

MM6761, Machine Learning Empowered Business Intelligence (MLE.BI), PhD, 2024-;
Github Link;

MM6762, Advanced Machine Learning in Business, DBM, 2026-.

MM4942, Capstone Project, BBA, 2022- (7 groups by far)
 MM5831, Social Media Marketing, Taught Masters, 2022-
 MM3851, Social Media Marketing, BBA, 2022-2024
 新技术与大宗商品国际贸易, EMBA (3 hrs), [招商轮船](#), [PReCIT](#), Sep 2025.

At HK PolyU Shenzhen Research Institute (SZRI)

全渠道市场营销, EMBA (1 day), [鱼你在一起](#), May 2025

Guest Lectures/Teaching

New Context, Content and Co-opetitor in Business (4 hours), [Tsinghua-INSEAD Executive MBA](#), Dec 2025
 Marketing Management, International MBA (2 days), HNU-CN, Dec 2025
 DABI, Postgraduate (2×3 hours), HKCU, Oct & Nov 2025
 Data Aggregation and Business Implications (DABI), Postgraduate (16 hours), SCUT-CN, May 2025
 Marketing Analytics, BBA (5 hours), SKKU-KR, Nov 2024
 Quant Research on Influencer Marketing, DBA (2×1.5 hours), HK PolyU, Sep 2024
 Consumer Behavioral Research, PhD (20 mins), HKCU, Sep 2024
 Platform Economy, PhD (2 hours), University of Connecticut, Mar 2024
 Emotional Value in Digital World, Masters (3 hours), HKCU, Nov 2023
 Machine Learning Empowered Business Intelligence ([MLE.BI](#)), Masters (15 hours), XMU-CN, Jul 2023
 Live Streaming, Social Media Marketing, BBA (2 hours), HKU, Mar 2023
 Live Streaming, PhD (2 hours), NTU, Apr 2022

At NUS

MKT3761E, Marketing in Social Networks, BBA, 2021
 BMS5504, Marketing Analysis and Decision Making, Masters, 2018-2020
 MKT3421/MKT3811, Marketing Analysis and Decision Making, BBA, 2015-2020
 DBA3702, Descriptive Analytics with R, BBA, 2019,2020

Services

Community

Ad hoc reviewer: *Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Production and Operations Management, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Service Research, Journal of Interactive Marketing, Journal of Retailing, Transportation Research Part E, Journal of Marketing Management, International Journal of Human-Computer Interaction, Political Research Exchange, MSI Alden G. Clayton Proposal Competition*

Associate Editor: *Journal of Business Research*, Jan 2025-

At HK PolyU

Program committee member for Doctor of Business Artificial Intelligence (DBAI) and Doctor in Management (DMgt) (SUSTech), 2025.09-now.

Departmental staffing committee member, 2023.09-now.

Boarder member of School of Design (representing Faculty of Business), 2022.09-2024.08.

Supervisor and/or examiner in almost all programs at the faculty level including BBA, Taught Postgraduate Program, Research Postgraduate Program (PhD), DBA, DMgt, and DBAI, 2022-now, and at the university level including Master of Technology Entrepreneurship (MTE), 2026-now.

At NUS

Quant seminar coordinator for the Marketing department: 2016.08-2018.07.

PhD committee member for the Marketing department: 2019.12-2021.06.

Supervisor or examiner in various programs including BBA, MBA, Chinese EMBA, and PhD, 2015.07-2021.06

Other Schools

External examiner, [DBA HKCU](#), Zhongwei WANG (2023), Huiyuan FENG (2024), Xiaolong CHEN (2025).

External examiner, [DBA HKU](#), Shanfeng ZHANG (2025).

Examiner of [PhD Comprehensive Exam](#) at HKBU, Qing LI (2024)

Industrial Experience

Involvement: 营销智库 (SANE.ZONE); 要得智能 (YAOD.AI); 麻了智能/AI赋能商业研究中心(筹) (MLE.BI); 跨境贸易研究中心(筹) (XBC); [YUNLyzer.com](#); 爽基金 (invest for fun); [analysable.ai](#);

Involvement: Cutelix (美甲一字灯), ChoroSight AI (晴灵), 郁安眠, 璨效状态舱

Fulltime employee at Youdao.com ([NYSE:DAO](#), affiliated with Netease, [NASDAQ:NTES](#), 2007.03–07).

Fulltime intern/trainee at Microsoft Research Asia ([NASDAQ:MSTF](#), 2006.07–2007.03), International Data Corporation (IDC, affiliated with IDG Capital, 2006.03–06), Infosys ([NYSE:INFY](#), 2005.09–2006.03, [in India](#)), Sohu.com ([NASDAQ:SOHU](#), 2005.07–09), among others.

Juvenile explorations:

(a) **Trader**, JPMorgan SG, Proprietary Trading (2008, *cancelled due to global financial crisis*).

(b) **Co-Founder**:

- i. Yehtes Ltd., a platform for investment and information exchange: (Singapore 2008, [200814214R](#), *written off*)
- ii. 蚂蚁数据智能 (Ant Data Intelligence, Shenzhen 2019, *written off*)