

Xinyu Cao

MIT Sloan School of Management
100 Main St, E62-584
Cambridge, MA 02142

Phone: (510) 520-4971
xinyucao@mit.edu

EDUCATION

- 2013-2018 (Expected) Massachusetts Institute of Technology, Sloan School of Management
Ph.D. Candidate in Marketing
Advisor: Juanjuan Zhang
- 2011-2013 University of California at Berkeley, Dept. of IEOR
M.S. in Operations Research
- 2007-2011 Tsinghua University, Academic Talent Program
B.S. in Mathematics in Physics

RESEARCH INTERESTS

- Substantive: Online Advertising, Pricing, Competitive Strategy, Behavioral Economics
- Methodology: Analytical Modeling, Structural Modeling, Field Experiments

WORKING PAPERS

- “Channel Coordination in Search Advertising” (with T. Tony Ke)
under major revision at *Marketing Science*
- “Rational Spamming” (with John R. Hauser, T. Tony Ke and Juanjuan Zhang)

WORK IN PROGRESS

- “Demand Forecasting for New Products” (with Juanjuan Zhang)

PUBLICATION

- “Stochastic Control for Smart Grid Users with Flexible Demand” (with Yong Liang, Long He, and Zuo-Jun Max Shen)
IEEE Transaction on Smart Grid, Vol. 4, No. 4, Dec. 2013.

TEACHING EXPERIENCES

MIT Sloan School of Management

Marketing Strategy (EMBA), Winter 2015, Winter 2016, Winter 2017

Pricing (EMBA), Winter 2016

Product Management (MBA), Spring H1 2016

Entrepreneurial Marketing (MBA), Spring H2 2016

Marketing Management (EMBA), Fall 2015,

Teaching Assistant

UC Berkeley

Graduate Student Instructor

Operations Research II (Undergraduate core), Spring 2013

Applied Stochastic Processes (Graduate core), Fall 2012

AWARDS AND HONORS

MIT

AMA Doctoral Consortium Fellow, 2017

INFORMS Marketing Science Doctoral Consortium Fellow, 2014, 2016

Sloan Ph.D. Student Fellowship, 2013-2018

UC Berkeley

IEOR Department Fellowship, UC Berkeley, 2011~2012

Tsinghua University

National Motivational Scholarship —1st Award for Academic Excellence, 2008, 2010

Tsinghua-COSL Scholarship, 2009

1st Scholarship of Science and Technology, 2009

Meritorious Prize in the Mathematical Contest in Modeling, U.S., 2009

High School

First Prize in China Mathematics Olympiad, 2005, 2006 (Ranked 1st in province)

Silver Medal in China Girls Mathematics Olympiad, 2006

Silver Medal in China Western Mathematics Olympiad, 2005

GRADUATE COURSEWORK

Economics

Microeconomic Theory I, II

David Ahn (UC Berkeley)

Microeconomic Theory III, IV

Haluk Ergin, Benjamin Hermalin (UC Berkeley)

Econometrics I

Anna Mikusheva (MIT)

Econometrics II

Jerry Hausman (MIT)

Applied Econometrics

Josh Angrist (MIT)

Econometric Methods

Mikkel Plagborg-Moller (Harvard, Audit)

Industrial Organization Theory

Glenn Ellison (MIT).

Empirical Industrial Organization

Paulo Jose Somaini (MIT)

Computational Economics

Che-Lin Su (Harvard)

Contract Theory

Philippe Aghion (Harvard)

Psychology and Economic Theory

Matthew Rabin (Harvard)

Behavioral Decision Theories and Applications

Karen Zheng (MIT)

Marketing

Discrete Choice Modeling

Minjung Park (UC Berkeley)

Analytical Modeling

T. Tony Ke (MIT)

Quasi-Experiments and Natural Experiments

Catherine Tucker (MIT)

Experiment Design

Dean Eckles (MIT)

Directions in Consumer Research

Joshua Ackerman, Drazen Prelec (MIT)

Social Influence

Juanjuan Zhang (MIT)

Decision Heuristics and Machine Learning

John R. Hauser (MIT)

Research Idea Development

Birger Wernerfelt (MIT)

Operations Research, Statistics, Machine Learning, Networks

Mathematical Programming I, II

Dorit S. Hochbaum, Shmuel Oren (UC Berkeley)

Applied Stochastic Processes I, II

Ronda Righter, Andrew Lim (UC Berkeley)

Supply Chain Management

Zuo-Jun Max Shen (UC Berkeley)

Applied Dynamic Programming

Ying-Ju Chen (UC Berkeley)

Machine Learning

Tommi Jaakkola (MIT)

Bayesian Statistics

Jun S. Liu (Harvard)

Software Tools for OR

Operations Research Center (MIT)

Networks (audit)

Munther A Dahleh, Asuman E Ozdaglar (MIT)

Applied Network Theory

Sinan Aral (MIT)