

CHANG JIACHENG

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RESEARCH INTEREST

Topical Interests: Revenue Management, Behavioral OM, Human Centered Service, Digital Platform
Methodological Interests: Markov Decision Processes, Game Theory, Data-Driven Decision Making

EDUCATION

The University of Hong Kong Doctor of Philosophy, Operations Management Supervisor: Xiao Lei HKU Presidential PhD Scholarship	Hong Kong, HK 2022-present
Columbia University Master of Science, Business Analytics GPA: 3.798/4.33	New York, NY 2020-2022
The Hong Kong University of Science and Technology Bachelor of Science, Mathematics and Economics GPA: 3.782/4.3 (Top 6%), First Class Honors, Dean's List, Continuing Undergraduate Students Scholarship	Hong Kong, HK 2016-2020

WORKING PAPERS

“Pricing and Addiction Control for Digital Services”

Jiacheng Chang, Xiao Lei, and Feng Tian
Second Round Major Revision at *Manufacturing & Service Operations Management*
Accepted to *The 21st Conference on Web and Internet Economics (WINE 2025)*
Second Place for INFORMS Behavioral Operations Management Best Working Paper Competition, 2025
Finalist for POMS-HK Best Student Paper Award, 2025
Media Coverage: [\[Financial Times 中文网 \(Mandarin\)\]](#)

“Adaptive Design for In-App Advertising Games: A Data-Driven Methodology Validated with Field Experiments”

Jiacheng Chang, Xiao Lei, Zhixi Wan, and Lei Huang.
Major Revision at *Management Science*
Accepted to *The 25th International Conference on Autonomous Agents and Multiagent Systems (AAMAS 2026)*
Media Coverage: [\[Tencent News \(Mandarin\)\]](#)

TALKS & PRESENTATIONS

2026 INFORMS Annual Meeting (San Francisco, US)	(upcoming) 2026
2026 INFORMS Revenue Management and Pricing Conference (Michigan, US)	2026
2026 POMS International Conference in China (Xi'an, China)	2026
The 21st Conference on Web and Internet Economics (New York, US)	2025
2025 POMS International Conference in China (Hainan, China)	2025
2025 INFORMS MSOM Main Conference (London, UK)	2025
The 15th POMS-HK International Conference (Hong Kong)	2025
2024 INFORMS Annual Meeting (Seattle, US)	2024

SCHOLARSHIP & AWARDS

Second Place for INFORMS Behavioral Operation Management Best Working Paper Competition 2025 INFORMS Annual Meeting	Atlanta, US 2025
Finalist for POMS-HK Best Student Paper Award The 15th POMS-HK International Conference	Hong Kong, HK 2025
HKU Presidential PhD Scholarship The University of Hong Kong	Hong Kong, HK 2022-2026
HKU Faculty of Business and Economics PhD Research Progress Award 2024-25 The University of Hong Kong	Hong Kong, HK 2024-2025

TEACHING EXPERIENCE

Teaching Assistant for MSBA Deep Learning The University of Hong Kong Overall tutor score: 94.6/100, above the departmental average of 92.3/100	Hong Kong, HK 2022-2026
Teaching Assistant for MSBA Capstone Project The University of Hong Kong	Hong Kong, HK 2023
Teaching Assistant for BA Capstone Project Columbia University	New York, NY 2021

PRE-PHD RESEARCH/INDUSTRY EXPERIENCE

UBS Asset Management Project - Columbia University Construct a search engine for investable companies using NLP	New York, NY 2021
Data Analytics Project- Columbia University Investigate relationship between Google App downloads and features using machine learning	New York, NY 2021
Economics Capstone Project- HKUST Economical analysis on 'Export-oriented growth and its sustainability'	Hong Kong, HK 2020
Undergraduate Research Opportunity Program- HKUST Economical analysis on how educational and professional experience will influence job promotion	Hong Kong, HK 2018
Handu Accounting Firm Co.,Ltd Auditing Intern	Xi'an, CN 2020
Hai Wei Investment & Consulting Company Due Diligence Intern	Xi'an, CN 2019
Guotai Junan Securities Co., Ltd Industrial research analyst internship in Investment bank department	Xi'an, CN 2018

SKILLS

Coding: Python, MATLAB, Stata, R, Gurobi, Tableau, SPSS
Spoken Languages: Native in Chinese, fluent in English
Interest: Badminton, Swimming, Movies, Hiking, Video Games

REFERENCES

Professor Xiao Lei
HKU Business School, The University of Hong Kong
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Professor Feng Tian
HKU Business School, The University of Hong Kong
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Professor Zhixi Wan
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