Jingren Liu

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EDUCATION

National University of Singapore - Singapore
Ph.D. student in Operations Research and Analytics   **Aug 2021-Present**

University of Rochester - Rochester, USA
Master of Science in Business Analytics   **Jul 2019-Dec 2020**
Honors: Merit Scholarship, Dean's List

Beijing Forestry University - Beijing, China
Bachelor of Business Administration   **Sep 2015-Jun 2019**
Honors: Second Class Scholarship, Outstanding Student

RESEARCH EXPERIENCE

Southern University of Science and Technology - Shenzhen, China   **Apr 2020-Jun 2021**
Research Assistant
Social Behavior and User Engagement in Competitive Online Gaming: An Empirical Study
- Conducted an empirical study based on a high-resolution player-level dataset to examine the relationships between social gaming and player engagement, loyalty, and purchase behavior.

Data-driven Price Promotion Optimization for JD.com
- Empirically estimated the demand model based on historical data of JD.com to explore the effect of price promotions on sales and formulated the promotion optimization problem.

Beijing Forestry University - Beijing, China   **Aug 2017-Aug 2018**
Research Assistant
An Investigation of the Innovation Patterns of High-end Equipment Manufacturing Industry
- Investigated the innovation patterns of the high-end equipment manufacturing industry of Beijing and modeled the industrial developing strategies.

PROFESSIONAL EXPERIENCE

Ipsos Consulting - Beijing, China   **Apr 2019**
Social Listening Researcher, Intern

Yantian Port International Information Co., Ltd - Shenzhen, China   **Jul 2018 -Aug 2018**
Data Analyst, Intern

SKILLS
- Technical skills: R, Python, SQL, Tableau, VBA, Neo4j
- Languages: Mandarin (Native), Cantonese (Native), English (Fluent)