

Yuqian (Veronica) Tang

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EDUCATION

University of Rochester - Simon Business School

Ph.D. Student, Quantitative Marketing

Rochester, NY, USA

Aug 2025 - Ongoing

Hong Kong University of Science and Technology

BSc in Economics and Finance (with First-Class Honours); Minor in Mathematics

Hong Kong

Sep 2021 – May 2025

Cornell University

Exchange under College of Arts and Sciences

Ithaca, NY, USA

Aug 2024 – Dec 2024

RESEARCH INTERESTS

Industrial Organization, Online Marketing, Behavioral Economics

ACADEMIC EXPERIENCE

Hong Kong University of Science and Technology, Department of Marketing

Research Assistant for Prof. Zijun (June) SHI, Prof. Wenbo WANG and Prof. Tianyu HAN

Dec 2023 – Aug 2025

Hong Kong University of Science and Technology, Department of Economics

Undergraduate Honor Thesis, supervised by Prof. Kohei KAWAGUCHI

Aug 2024 - Jan 2025

Hong Kong University of Science and Technology, Department of Economics

Undergraduate Research Programme, supervised by Prof. Yang LU

Jun 2023 - Aug 2024

University of Hong Kong, Department of Economics

Summer Research Programme Candidate

Jun – Aug 2024

PROFESSIONAL EXPERIENCE

Chengdu Industrial Economy and Informational Academy

Research Assistant

Dec 2022 – Feb 2023

HuaTai Securities Co., Ltd

Securities Operating Department

Jun – Aug 2023

Information Technology of Chinese Academy of Sciences Co.,Ltd.

Data Intelligence Division

Jun – Aug 2022

AWARDS AND HONOURS

University's Scholarship Scheme for Continuing Undergraduate Students 2023-2025

Student Ambassador of HKUST Business School 2023-2025

HKU Summer Research Programme Scholarship 2024 supported by The University of Hong Kong Foundation for Educational Development and Research

Dean's List Awards 2022-2024

International Enrichment Grant 2024

HKSAR Government Scholarship Fund - Reaching Out Award 2024

Beta Gamma Sigma Honor Society Lifetime Membership - HKUST Chapter 2024

SKILLS

Technical Skills: R, Python, MATLAB, MS Office (VBA)

Language Proficiency: Mandarin (native), English (fluent)