

# YUQI PENG

Darla Moore School of Business  
Department of Management Science  
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## EDUCATION

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**University of South Carolina, Darla Moore School of Business**, Columbia, SC, USA  
Ph.D. in Business Administration, Management Science concentration - expected May 2020

**University of South Carolina, Darla Moore School of Business**, Columbia, SC, USA  
Ph.D. Student in Economics, A.B.D. Fall 2014-Spring 2016

**Peking University**, Beijing, China June 2014  
Master of Financial Information Engineering

**Huazhong University of Science & Technology**, Wuhan, China June 2011  
Bachelor of Science, Software Engineering

## RESEARCH INTERESTS

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Operations & Marketing Interface, Corporate Social Responsibility & Supply Chain Management, Pricing & Revenue Management, Industrial Organization, Empirical Operations Management

## WORKS IN PROGRESS

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“Organic product and the pricing strategy of conventional product,” with Y. Dong and C. Zhou.

“Airline Revenue Management for Mega Sporting Events,” with M. Ferguson and O. Yilmaz.

“Can ‘doing good’ do you a favor? A study of R&D and corporate social responsibility in mergers and acquisitions,” with Y. Dong, Y. Xu and S. Song

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## YUQI PENG

### PUBLICATIONS

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Wang, X., Y. Peng, “The experience of the Professional Services Industry in German and the enlightenment for China”, *INTERTRADE*, 2012 (12): 55-61.

Wang, X., Y. Peng, “The Policy Recommendations of the Professional Services Industry Development for China”, *China National Conditions and Strength*, 2013 (1): 12-14.

Wang, X., C. Wang, Y. Peng, “Problems in the Integration of Manufacturing and Service Industries and Policy Recommendations”, *INTERTRADE*, 2013 (8): 18-24.

Wang, X., C. Wang, Y. Peng, “Research on the Trends and Characteristics of the Integration of Manufacturing and Service”, *Globalization*, 2013 (9): 75-87.

Cao, J., Y. Peng, “Research on Risk Aversion of Cross-border M&A in the Internet Industry”, *Annual Report on The Development of China Private Equity (2013-2014)*, 2014 (11): 138-148.

### RESEARCH EXPERIENCE

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May, 2017-Present: Project “R&D and Corporate Social Responsibility in M&As”, University of South Carolina, USA

Sep, 2016-Present: Project “Airline Revenue Management for Mega Sporting Events”, University of South Carolina, USA

Sep, 2015-Present: Project “Organic Product and the Pricing Strategy of Conventional Product”, University of South Carolina, USA

Sep, 2011-Aug, 2014: Project “Financial System in Education”, Peking University, China

Sep, 2012-Jan, 2013: Project “New System for Investment Banking”, Peking University, China

Feb, 2012-Dec, 2013: Project “Supply Chain Finance”, Ministry of Science and Technology of the People’s Republic of China, China

Aug, 2012-Oct, 2013: Project “The Cooperation Demonstration Zone of Services between China and German”, National Development and Reform Commission, China

## **YUQI PENG**

May, 2012-Oct, 2013: Project “Manufacturing and Service Integration”, National Development and Reform Commission, China

### **CONFERENCE PRESENTATIONS**

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“Organic product and the pricing strategy of conventional product”, Production and Operations Management Society (POMS), Seattle, WA, May 2017

### **TEACHING EXPERIENCE**

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Recitation of Principle of Microeconomics (Econ 221), Spring 2015, University of South Carolina, Columbia, SC

### **INTERNSHIPS**

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Agricultural Bank of China, Strategy Department, China Software developing and testing	Aug. 2013-Oct. 2013
Sinosoft Co., Ltd., China Software testing and maintenance	Jun. 2009-Aug. 2010

### **SCHOLARSHIPS & HONORS**

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Doctoral Fellowship, Darla Moore School of Business, University of South Carolina	2014-Present
Outstanding Graduate, Huazhong University of Science & Technology, China	2011
Excellent Student Cadre, Huazhong University of Science & Technology, China	2009
“Zi Qiang” Scholarship, Huazhong University of Science & Technology, China	2009
Sports Scholarship, Huazhong University of Science & Technology, China	2009
Freshman Scholarship, Huazhong University of Science & Technology, China	2007

## **YUQI PENG**

### **PERSONAL INFORMATION**

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Programming Language: Stata, R, SAS, Matlab

Computer Certificate: IBM Mainframe Certificate; COBOL Language Certificate