

Tianyu “Ty” Gu (updated on Mar.13th, 2024)

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EMPLOYMENT

Assistant Professor of Marketing, University of Utah, 2020 – present.

EDUCATION

Ph.D. in Management, University of Arizona, 2015 – 2020.

PUBLICATIONS (*: as first author or co-first author)

Marketing Ideas: How to Write Research Articles that Readers Understand and Cite*

with Nooshin L. Warren, Matthew Farmer, and Caleb Warren, *Journal of Marketing*, 2021.

Adaptively exploring population mobility patterns in flow visualization

with Fei Wang, Wei Chen, Ye Zhao, Siyuan Gao, and Hujun Bao, *IEEE Trans on Intelligent Transportation Systems*, 2017.

A visual reasoning approach for data-driven transport assessment on urban roads

with Fei Wang, Wei Chen, Feiran Wu, Ye Zhao, Han Hong, Long Wang, Ronghua Liang, and Hujun Bao, *IEEE VAST*, 2014.

WORKING PAPERS

Standing Out from the Crowd: An Ease of Perception Perspective of Crowdfunding Design

with Amrita Dey, Yu Zhu, and Steve Carson, preparing for submission to *Journal of Marketing*.

Decoding the Language of LLMs: GPT’s Craft in Product Descriptions

with Hongye Sun, collecting additional data for submission to *Journal of Marketing*.

Incorporating Firms’ Proprietary Knowledge in LLM for Enhanced Customer Services

with Paul Hu, Eric Wu, and Hongye Sun, field experiment ongoing.

Optimizing LLM Performance as Customer Service Co-pilot

with Eric Wu, Paul Hu, and Hongye Sun, field experiment ongoing.

Influence of Farmer Photo Displays on Product Quality and Sales

with Arul Mishra, Himanshu Mishra, and Hongye Sun, field experiment in preparation.

Adaptability in LLMs: Effects on Student Learning Performance in Classroom Settings

with Paul Hu, Hongye Sun, and Eric Wu, field experiment in preparation.

CONFERENCE PRESENTATIONS

INFORMS Marketing Science Conference, Miami, FL, 2023.

China Marketing International Conference, Shanghai, 2018.

INFORMS Marketing Science Conference, Los Angeles, CA, 2017.

Wharton Customer Analytics Initiative Symposium, San Francisco, CA, 2017.
China Visualization Conference, Beijing, 2014.

TEACHING EXPERIENCE

MKTG 7840 Marketing Modeling (Ph.D. Seminar), University of Utah, 2021 Spring – present.

MKTG 4600 Marketing Analytics, University of Utah, 2020 Fall – present.

MKTG 440 Marketing Research, University of Arizona, 2020 Spring.

BNAD 277 Analytical Methods in Business (Lab), University of Arizona, 2017 Summer.