



MENTY (MENGTING) YU

Phone: +39 377 546 4365

email: mengting.yu@unitus.it

EDUCATION

- 2022/11 – present: **PhD in Economics, Management and Quantitative Methods** – “Circular, Collaborative and Sustainable Economy”; University of Tuscia, Viterbo, Italy
- 2011/9- 2013/1: **Master of Science in E-Commerce**; Department of Computing; Faculty of Engineering; The Hong Kong Polytechnic University
- 2007/9- 2011/6: **Bachelor of Economics**; Major in International Economics and Trade; Shanghai Finance University

PROFESSIONAL EXPERIENCE

- 2016/3- Present: Managing Director in Luibao Limited
- 2015/2- 2016/2: Assistant Communications Officer in CLP Power Hong Kong
- 2014/9- 2014/11: Event Coordinator in Morgan Stanley Hong Kong
- 2013/2- 2014/3: Social Media Executive in Hong Kong Communications Co., Ltd
- 2011/3- 2011/7: Intern in Department of Handling Material Asia Pacific, IKEA AP, Shanghai
- 2010/8- 2011/3: Sourcing Intern in Asia Supply Import Export Ltd, Shanghai Rep. Office

LANGUAGE AND OTHER SKILLS

- Mother language: **Chinese** (Mandarin & Cantonese)
- Overall Band Score of 7.0 in the International **English** Language Testing System (IELTS)
- **Italian** Language B2 Level
- Project Management skills including User Requirement Specification Acquisition, User Acceptance Testing, communication and negotiation of project building and execution
- Change Management with a focus on internal and external communication planning to achieve acceptance from customers
- Marketing Campaign Management from strategic campaign planning, creative management and media planning, communication, and logistics support to performance and KPI reporting
- Digital Marketing skills including Google Analytics, SEO copywriting, Webtrend analytics, Digital Marketing campaign & Strategy, Social Media Strategy, Email Marketing

ACHIEVEMENTS AND APPRECIATIONS

- 2022 - present: Researcher under the H2020 LOWINFOOD project with a focus on consumer post-consumption food waste study and evaluation of food waste mitigation innovation.
- 2024: Dissemination of preliminary research results regarding the impact on prices and product availability due to international sanctions via the European Association of Wine Economists (Lecce, Italy), 6th Wine & Hospitality Management Workshop (Reims, France), and American Association of Wine Economists (Lausanne, Switzerland).
- 2023: Dissemination of preliminary research results regarding consumer post-consumption food waste study, the evaluation of food waste mitigation innovations with case studies and web scraped data analysis (eg. sharing-economy digital applications) via international conferences of 64th ISI World Statistics Congress (Canada), 5th Wine & Hospitality Management Workshop (Hong Kong, China), and H2020 LOWINFOOD GPM (Germany).
- 2023: Junior statistician and researcher for the project "Study on financial support of Erasmus_ grants".
- 2016 – present: Successfully help a premium Italian brand in Food & Beverage sector establish itself in Hong Kong and China markets with market research, channel marketing, leads & client management. The brand develops at an impressive speed in the market with a solid partnership with the top retailer in Hong Kong and carried out multiple international marketing campaigns in China and Italy with top property management groups, luxury hotels and restaurants, and Michelin Chef. The yearly turnover of the brand grows from zero to over 140 thousand euro per year within 2 years.
- 2019 – present: With the knowledge of social media marketing in China and on a global-reach level, developed a tailor-made China-market penetration strategy including content generation (translation) and marketing channel establishment and ongoing development for international brands from Europe.

PUBLICATIONS

- Unlocking the potential of surplus food: A blockchain approach to enhance equitable distribution and address food insecurity in Italy – Socio-Economic Planning Sciences, 2024 – [DOI](#)
- Waste Input-Output tables as an effective tool to examine circularity in production processes: evidence from Italy – Short paper accepted for 29th International Input-Output Association Conference, 25-30 June 2023, Alghero - [Link](#)
- How do consumers relate to wine quality? A case of red wines from Apulia according to Vivino – Short conference paper presented and enclosed in Book of Abstracts, Second Conference of the EuAWE – European Association of Wine Economists - [Link](#)
- Online Wine Ratings Determinants: The Case of Red Wines From Apulia - Accepted for presentation at 4th Wine & Hospitality Management Workshop, 5-6 September 2022, Bolzano - Preprint available on [SSRN](#) - [DOI](#)
- Saving food from waste or advance selling? An empirical analysis of Too Good To Go offering in Rome - Preprint available on [Preprints](#) - [DOI](#)

PUBLICATIONS

- Seminar on E-Commerce environment in China - Università degli Studi della Tuscia, International Marketing - November 2021. Presentation available on [Figshare](#) - [DOI](#)
- Seminar on Social Media Marketing in China - Università degli Studi della Tuscia, International Marketing - November 2020. Presentation available on [Figshare](#) - [DOI](#)