

LIN Zijun Jorie

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Education

The Chinese University of Hong Kong, CUHK Business School, Hong Kong SAR, China Major: PhD Programme in Finance	Aug 2023 – Present
New York University, Tandon School of Engineering, New York, United States Major: Management of Technology (Data Analytics Track) Degree: M.Sc.	Aug 2020 – May 2022
Simon Fraser University, Beedie School of Business, British Columbia, Canada Major: Finance Degree: B.B.A.	May 2016 – Aug 2019
The Chinese University of Hong Kong, Chung Chi College, Hong Kong SAR, China Major: International Asian Studies Programme (Exchange Student)	Aug 2018 – Dec 2018

Research Interests

Empirical Asset Pricing, ESG Investing, Financial Technology

Conference & Paper

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- ◆ **Z.J. Lin**, “Digital Finance Evolution in Economic Crises”, 2022 2nd International Conference on Digital Economy, Management and Education (CDEME 2022) (*Accepted*)
 - ◆ **Z.J. Lin**, Y.N. Wang, “The Impact of Technology Expenditure on the Commercial Banks' Profitability in Canada”, Proceedings of the 2022 International Conference on Economics, Smart Finance and Contemporary Trade (ESFCT 2022) (pp. 220-227). Atlantis Press. https://doi.org/10.2991/978-94-6463-052-7_26

Research Experience

Pricing and sales projections for a startup in the orthopedic rehabilitation industry <i>New York University</i>	Jan 2022 – May 2022
<ul style="list-style-type: none">◆ Aimed to achieve a forecast of the target company's sales of smart crutch tips after entering the US market to understand whether the company can enter and substantially grow in the new market, if not, what exit strategy should be considered for company◆ Conducted primary market research on interview PT clinics and rehabilitation centers in the HSS network to estimate market size for the product◆ Investigated the company's sustainability to grow in the rehabilitation industry through secondary research on authenticated published articles	
MalaCards Search Engine Reconstruction <i>New York University</i>	Oct 2021 – Dec 2021
<ul style="list-style-type: none">◆ Highlighted the necessity in relocating important features in the search engine to improve the efficiency of getting a more precise result targeted the right diseases from the search engine◆ Reconstructed MalaCards search engine by adjusting the weight distribution on specific features in Malady evidence indexes, applied K-means on the term frequency to split the subgroup◆ Utilised elbow method to determine the optimal number of clusters	
Exploratory Data Analysis and Simulation of COVID-19 Fatalities <i>New York University</i>	Sep 2021 – Oct 2021
<ul style="list-style-type: none">◆ Compared COVID-19 fatalities forecast accuracy between different simulation models on 30 USA states data from government public open-data resource to determine the simulation model with relatively higher accuracy to forecast the fatalities of Covid-19 that can be applied into the real-world practice◆ Applied the train data into machine learning different algorithms and Monte Carlo Simulation to compare the accuracy of each simulation model◆ Highlighted that Monte Carlo Simulation provides the most accurate result	
Evaluation of Cyberthreats in Financial Industry <i>New York University</i>	Sep 2021 – Oct 2021
<ul style="list-style-type: none">◆ Analyzed reasons behind cyberthreats happened and negative impact brought to the affected financial institutions◆ Proposed countermeasures to enhance securities within companies in the financial industry◆ Conducted a case analysis of 2018 Bank of Montreal data breach incident, researched through published academic literatures on related topic to strengthen and support the proposal	

Teaching Experience

FINA 3080, Investment Analysis and Portfolio Management, The Chinese University of Hong Kong Undergraduate course teaching assistant in the Department of Finance at CUHK Business School	Jan 2024 – Present
MG 6023, Economics & Strategy, New York University Graduate course teaching assistant in the Department of Technology Management at Tandon school of Engineering	Sep 2021 – May 2022

Working Experience

Technology Risk Consultant, Ernst & Young (China) Advisory Limited, Guangzhou, China Nov 2022 – May 2023

- ◆ performed IT-related procedures in support of financial statement audits and/or as part of the integrated audit, including evaluating IT general control design, operating effectiveness and testing application controls
- ◆ Helped clients address technology risks in day-to-day IT/business processes, as well as risks in adoption of emerging technologies and major business/technology transformations

Intern Analyst, China Merchant Securities, Guangzhou, China Jan 2021 – Jul 2021

- ◆ Participated in two initial public offering projects for communication equipment manufacturing companies with \$60 million asset. Collaborated directly with client CFOs in handling due diligence requests related to financial reports
- ◆ Assisted corporation to prepare IPO responses to questions from Issuance Examination Committee and implemented improvements as demanded
- ◆ Conducted research on industries and government regulations by using financial terminals and relevant public references to prepare three IPO pitchbooks, involving targeted companies in Baijiu, Intelligent Manufacturing and Silicon Steel industries

Data Analyst Intern, Allied Millennial Partners, New York, United States Sep 2019 – Nov 2019

- ◆ Researched on targeted industries and companies to provide investment recommendations under senior advisor's instruction
- ◆ Facilitated investment recommendation by analyzing targeted companies financial reports and utilized fundamental financial ratios such as EBITDA and P/E to evaluate targeted companies operation in last three years and investment risk
- ◆ Prepared the investment pitchbook on PowerPoint by visualizing targeted companies' internal financial/stock performance and the macro industry's moving trend by using Excel and Tableau and issued an investment recommendation under senior analyst supervision

Miscellaneous

- ◆ **Language:** English (Fluent), Cantonese (Native), Mandarin (Native)
- ◆ **Programming Languages:** R, Python, Tableau, PowerBI
- ◆ **Database:** WRDS, Compustat, CRSP
- ◆ **Certificates:** CFA Level 1& Level 2 Passed, Securities Qualification Certificate (证券从业资格考试)
- ◆ **Others:** Recipient of CUHK Postgraduate Studentship (2023), NYU Graduate Scholarship (2020)