

SHUO ZHANG

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Education

Ph.D. in Economics, Washington University in St. Louis, 2020 (Expected)

B.A. in Economics, Shanghai Jiao Tong University, 2014

Working Papers

- *Addictive Digital Content Consumption and Strategic Self-Control: An Empirical Study*
Shuo Zhang, Tat Chan, Xueming Luo. Job Market Paper
- *Consumer Online Search and Purchase with Endogenous Channel Choice*
Shuo Zhang, Zhenling Jiang and Hai Che. Working paper
- *Trial and Adoption: Understanding Demand Drivers for New Products in a Mature, Non-Durable Category*
Shuo Zhang, Tat Chan, Seethu Seetharaman and Sonja Radas. Working paper

Work in Progress

- Online Dynamic Retarget Strategy under Consumer Variety-seeking Behavior (with Tat Chan and Xueming Luo)
- The Effect of Online Peer-to-Peer Lending on the Consumer Borrowing Decisions (with Stephen Siegel and Kai Lu)

Conference Presentation

China India Insights Conference, Yale University, 2019. “Addictive digital Content Consumption and Strategic Self-Control: An Empirical Study” (to be presented)

Consumer Search and Switching Costs Workshop, The University of California, Los Angeles, 2019. “Consumer Online Search and Purchase with Endogenous Channel Choice”

Research Camp in Marketing, Washington University in St. Louis, 2019. “Consumer Online Search and Purchase with Endogenous Channel Choice”

Graduate Student Association Seminar, Washington University in St. Louis, 2018. “Consumer Online Search and Purchase with Endogenous Channel Choice”

Conference on Digital, Mobile Marketing, and Social Media Analytics, New York University 2018. “Consumer Online Search and Purchase with Endogenous Channel Choice”

ISMS Marketing Science Conference, Temple University, 2018. “Consumer Online Search and Purchase with Endogenous Channel Choice”

ISMS Marketing Science Conference, University of Southern California, 2017. “Trial and Adoption: Understanding Demand Drivers for New Products in a Mature, Non-Durable Category”

Teaching Experience

Teaching Assistant

Marketing Management, 2018 Fall

Marketing Strategy, 2017 Fall

Marketing Honor Thesis Research, 2017 Fall

Decision under Risk and Time, 2016 Spring

Intermediate Microeconomics Theory, 2016 Fall

Introduction to Microeconomics, 2015 Spring/Fall

Teaching Interests

Empirical methods in business, data analytics, marketing strategy, marketing management

Honors

Dissertation Fellowship, Washington University in St. Louis , 2018-2019

Teaching Assistantship, Washington University in St. Louis, 2015-2018

University Fellowship, Washington University in St. Louis, 2014-2015

Graduation with Distinction (Top 1%), Shanghai Jiao Tong University, 2014

Outstanding Honor Thesis, Shanghai Jiao Tong University, 2014

Meritorious Winner, Mathematical Contest in Modeling, 2013

National Scholarship (Top 1%), Shanghai Jiao Tong University 2012-2013

Computer Skills

R, Python, MATLAB, Stata, Eviews

Reference

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