

Guang Zeng

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Education

Ph.D. in Business Administration, University of Rochester, 2018-Present.

M.S. in Business Administration (Applied Economics), University of Rochester, 2020.

M.A. in Economics, Michigan State University, 2018.

M.A. in Economics, CCER, Peking University, 2015.

B.A. in Management, Huazhong University of Science and Technology, 2010.

Research Interests

Quantitative Marketing, Empirical IO.

Big Data, Deep Learning.

Causal Inference, Debaised Machine Learning, Structural Modelling.

Econometric Theory, Applied Econometrics.

Working Papers

1. The Expansion of Walmart: Network Entry and Brand Extension, with Paul Ellickson. (Job Market Paper)
2. Designing Cancellation Policy for Perishable and Capacity-constrained Products: the Case of Airbnb, with Paul Ellickson and Yufeng Huang.
3. Variational Inference and Deep Learning-based Estimation for Dynamic Discrete Choice Models: Application to Dynamic Coupon Targeting, with Paul Ellickson.
4. When Linear IV Estimator Fails: Avoiding Pitfalls in Causal Effect Estimation in Targeted Marketing, with Paul Ellickson and Ziyao Tang.

Work in Progress

1. Scaling up (Quasi-)Bayesian Estimation with Deep Learning.
2. Deep Learning for Implicitly Differentiable Structural Models.
3. Breaking “Winner’s Curse” in Targeted Marketing.
4. Information Disclosure, Social Interactions and Polarization: Theory and Empirical Evidence, with Ziyao Tang.

Summer School

Summer School of Social Network Analysis, Duke University, Summer 2017.

Summer School of Finance, The Chinese University of Hong Kong, Shenzhen, Summer 2015.

Scholarship and Awards

2021 AMA–Sheth Foundation Doctoral Consortium Fellow, Indiana University-Bloomington.

Doctorate Fellowship, Simon Business School, 2018-Present.

Excellence Award in Data Science Camp, GSM, Peking University, 2017.

Graduate Assistantship, Michigan State University, 2016-2018.

Scholarship for Graduate Students, Peking University, 2011-2014.

Social Work Excellence Award, Peking University, 2013.

Scholarship for Academic Excellence, Huazhong University of Science and Technology, 2005-2006.

Visiting Experience

Visiting Scholar, Beijing Institute of Big Data Research, Peking University, Summer 2019.

Visiting Graduate Student (Host: Prof. Weinan E), Program in Applied and Computational Mathematics, Princeton University, March 2019.

Visiting Graduate Student (Host: Prof. Xiaoxia Shi), Department of Economics, University of Wisconsin — Madison, Summer 2017.

Teaching Experience

Simon Business School, University of Rochester

GBA 462: Core Statistics using Python (MSF; Lab Instructor, 2022; Teaching Assistant, 2021).

AEC 506: Probability Theory (PhD; Instructor, 2020).

GBA 424: Analytics Design and Application (MSBA/MSMA/MBA; Teaching Assistant, 2020).

MKT 436: Predictive and Causal Analytics in R (MSBA/MSMA/MBA; Teaching Assistant, 2020).

MKT 451: Consumer and Brand Research (MSBA/MSMA/MBA; Teaching Assistant, 2020).

MKT 465: Marketing Analytics Projects (MSBA/MSMA/MBA; Teaching Assistant, 2020).

Department of Economics, Michigan State University

Analysis of Labor Market (Undergraduate; Teaching Assistant, 2018).

Intermediate Microeconomics (Undergraduate; Teaching Assistant, Spring/Fall 2017).

Intermediate Macroeconomics (Undergraduate; Teaching Assistant, 2016).

China Center for Economic Research, Peking University

Intermediate Econometrics (Undergraduate; Teaching Assistant, 2012, 2013, 2015).

Investment (Undergraduate; Teaching Assistant, 2014, 2015).

Entrepreneurial Management (Undergraduate; Teaching Assistant, 2014).

Social Economic Surveys (Undergraduate/Graduate; Teaching Assistant, 2013).

Health Economics (Undergraduate/Graduate; Teaching Assistant/Instructor for Lab, 2012).

Internal Service

Organizer of Internal PhD Student Seminars.

Skills

Software and Programming

C/C++, JAX, Julia, LaTeX, Matlab, Nimble, PyMC3, Python, PyTorch, R, SAS, SQL, Stan, Stata/Mata, Taichi, TensorFlow.

Language

English (professional proficiency), Mandarin (native), Hakka (native).

References

Paul B. Ellickson (Chair)
Michael and Diane Jones
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Ronald L. Goettler
Professor of Economics, Marketing and
Entrepreneurship (currently on leave at
Amazon)
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