

# 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.

Digital Platforms, Retailing.

Big Data, Deep Learning.

Causal Inference, Debiased Machine Learning, Structural Modelling.

Econometric Theory, Applied Econometrics.

## Working Papers

1. Using Contextual Embeddings to Predict the Effectiveness of Novel Heterogeneous Treatments, with Paul B. Ellickson, Wreetabrata Kar and James C. Reeder, III. (*Job Market Paper, Under Review*)
2. Deep Learning-based Estimation of Dynamic Discrete Choice Models with an Application to the Expansion of Walmart, with Paul B. Ellickson. (*being revised for submission*)
3. Variational Inference and Deep Learning-based Estimation for Stationary Dynamic Discrete Choice Models, with Paul B. Ellickson. (*being revised for submission*)
4. Designing Cancellation Policy for Perishable and Capacity-Constrained Products: the Case of Airbnb, with Paul B. Ellickson and Yufeng Huang. (*being revised for submission*)
5. Which Neyman Orthogonal Score to Choose: Evaluating Different Debiased Machine Learning Estimators in the Context of Targeted Marketing, with Paul B. Ellickson and Ziyao Tang. (*preparing manuscript for submission*)

## Work in Progress

1. Credit Card Adoption and Targeting: Exploring Synergy between Retailing Service and Financial Service, with Paul B. Ellickson, Ziyao Tang. (*draft coming soon, WCAI-Wharton Customer Analytics Initiative Research Opportunity Grant Award*)
2. Forest-based Synthetic Control with Multi-valued Treatment and Staggered Adoption: Application to B2B Sales Promotions, with Rajdeep Grewal and James C. Reeder, III. (*analysis in progress*)
3. Influencer Co-creations for Solving Cold-Start Problems: Evidence from TikTok, with Yulin Hao and Liuyi Ye. (*analysis in progress*)
4. Information Disclosure, Social Interactions and Polarization: Evidence from Zhihu, with Ziyao Tang. (*analysis in progress*)

## Invited Talks and Conference Presentations

- 2024 Wharton (WCAI), Wharton's Business and GenAI Conference (Scheduled)
- 2023 CUHK, HKUST, Conference on AI/ML and Business Analytics (Temple)

## 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  
Professor of Marketing and Economics  
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Ronald L. Goettler  
Professor of Economics, Marketing and  
Entrepreneurship (currently on leave at  
Amazon)  
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Information Systems  
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