

Liyu Zhao

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EDUCATION

PhD in Marketing, Simon Business School, University of Rochester 2024 -

Interests: Quantitative Marketing, Empirical Industrial Organization

Master in Economics, Renmin University of China 2022 - 2024

Bachelor in Philosophy, Politics & Economics, Renmin University of China 2018 - 2022

RESEARCH EXPERIENCE

Research Assistant Jan 2023 - Jul 2024

With Professor David Huffman (University of Pittsburgh) & Yi Han (Renmin University of China)

PROJECT

Working in Progress

Motivated Mental Accounting: Evidence From Gas Price Shocks (with Yiming Liu, Humboldt University of Berlin/WZB Berlin Social Science Center and Yi Han, Renmin University of China)

Keywords: Motivated bias, Mental accounting, Fungibility

PROFESSIONAL EXPERIENCE

Internship, China National Petroleum Corporation Mar 2021 - Aug 2021

Teaching Assistant

- Teaching Assistant, Political Economy, Renmin University of China, Fall 2022
- Teaching Assistant, Chinese Economy, Renmin University of China, Spring 2023

SKILLS

Programming Python, Stata, L^AT_EX

Languages Chinese (native), English (fluent)