ZEYU LOU

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EDUCATION

University of Rochester, Simon Business School *Expected 2031*
PhD in Quantitative Marketing

University of Michigan, Institute for Social Research *Sep.2022 - May.2025*
MS in Survey and Data Science; MA in Applied Economics
Advisor: Yixuan Liu, Yajuan Si, Eric Zou

The Ohio State University, Fisher College of Business *Sep.2018 - May.2022*
BA in Economics ; BS in Finance ; Minor in History

RESEARCH EXPERIENCE

Assessing Representativeness Error in Travel Surveys Ann Arbor, MI
"Who's missing in travel surveys? Exploring representativeness and nonresponse bias" *May.2024 - Aug.2024*
Advisor: Prof. Atiyya Shaw

Evaluating Industrial Impact on Biodiversity through Plant Opening Events Ann Arbor, MI
Advisor: Prof. Eric Zou *May.2024 - Jul.2024*

Empirical Analysis of Congestion Pricing Policy Effects in NYC Ann Arbor, MI
Advisor: Prof. Eric Zou *Mar.2024 – Jun.2024*

Global Health Data Analysis for Access to Cardiometabolic Care (HPACC) Ann Arbor, MI
Advisor: Prof. David Flood *Sep.2023 - May.2025*
Attainment of Global Diabetes Targets in 2021: A Pooled Analysis of Individual-Level Data from National Surveys in 100 Low-, Middle-, and High-Income Countries *Revise and Resubmit, Lancet Global Health*

INTERNSHIP EXPERIENCE

CAS Investment, Beijing, China *Jun.2023 – Aug.2023*
- Financial Analyst

Grote Company, Columbus, OH *Aug.2021 - May.2022*
- Marketing researcher

Yangtze River Economics Belt Industry Fund, Wuhan, China *Jul.2021– Sept.2021*
- Part-time Assistant

CONFERENCE PRESENTATIONS

American Association for Public Opinion Research (AAPOR) *May.2024*
Exploring Cross-Cultural Social Science Research with LLM-Generated Synthetic Respondents: Insights from Subjective Life Expectancy Probing *St. Louis, MO*