

# Weiqing Zhang

Department of Marketing  
The Leonard N. Stern School of Business  
New York University

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## EDUCATION

- Ph.D. Marketing, New York University, 2024 (Expected)  
M.S. Business Administration, Washington University in St. Louis, 2019  
B.A. Mathematics and Economics, *summa cum laude*, DePauw University, 2014

## RESEARCH AREAS

Substantive: Media Content and Consumption, Digital Platforms and Small Businesses' Welfare, Product Returns  
Methodological: Structural Models, Causal Inference, Natural Language Processing, Field Experiments, Empirical IO, Machine Learning

## PUBLICATIONS AND WORKING PAPERS

1. Xiang Hui, Zekun Liu, and Weiqing Zhang (2023). "From High Bar to Uneven Bars: The Impact of Information Granularity in Quality Certification." *Management Science*, Forthcoming.
2. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. "Doubling Revenues by Adopting Livestream Shopping: A Synthedic DiD Approach." **Major Revision** at *Marketing Science*.
3. Siham El Kihal, Tülin Erdem, Christian Schulze, and Weiqing Zhang. "Customer Return Rate Evolution." **Major Revision** at *International Journal of Research in Marketing*.
4. Zekun Liu, Weiqing Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong "Success and Survival in Livestream Shopping." **Major Revision** at *International Journal of Research in Marketing*.
5. Weiqing Zhang, and Masakazu Ishihara. "The Value of Content Inclusiveness: Evidence from A Social Media Platform." **Job Market Paper**

## SELECTED WORK IN PROGRESS

1. Masakazu Ishihara, and Weiqing Zhang. "Estimating the Trends of Product Categories: Evidence from the U.S. Motion Picture Industry."
2. Weiqing Zhang, Siham El Kihal, Tülin Erdem, and Christian Schulze. "Product Returns and Umbrella Branding."

## **CONFERENCE PRESENTATIONS (\*= CO-AUTHOR PRESENTED)**

2023	ISMS Marketing Science Conference, Miami, FL (scheduled)
2023	Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX
2022	Workshop on Information System and Economics, Copenhagen, Denmark
2022	Conferences on Digital Experimentation, Boston, MA
2022	Theory + Practice in Marketing, Atlanta, GA*
2022	ISMS Marketing Science Conference, Virtual
2021	Virtual Quant Marketing Seminar, Virtual*
2020	Workshop on Information System and Economics, Virtual*
2020	Conferences on Digital Experimentation, Virtual*

## **GRANTS AND AWARDS**

### **Awards and Honors**

2023	Doctoral Fellowships, Fubon Center for Technology, Business and Innovation, New York University
2022	Robert Shoemaker Award, Stern School of Business, New York University
2021	ISMS Marketing Science Doctoral Consortium Fellows
2019-24	Doctoral Fellowships, Stern School of Business, New York University
2015-19	Doctoral Fellowships, Olin School of Business, Washington University in St. Louis
2014	Nominee of the Ferid Murad Medal, DePauw University
2013	J. William Asher and Dorothy A. Asher Award, DePauw University
2012-13	Science Research Fellows, DePauw University
2011-14	Excellent Award for Excellence, DePauw University

### **Grants**

2022	PhD Research Grant, Center for Global Economy and Business, Stern School of Business, New York University
2021	Henry Assael Marketing Research Grant, Marketing Department, Stern School of Business, New York University
2021	PhD Urgent Research Grant, Center for Global Economy and Business, Stern School of Business, New York University

## TEACHING EXPERIENCE

### Instructor

2021 SU **Intro to Marketing**, Stern School of Business, New York University

- \* Undergraduate Core
- \* Class size: 37
- \* Evaluation Mean: 4.8/5; Evaluation Median: 5/5.

2018 SU **Basics of Stata Programming**, Olin School of Business, Washington University in St. Louis

- \* MS in Business Analytics
- \* Class size: 83
- \* Evaluation Mean: 9.52/10; Evaluation Median: 10/10.
- \* Course Designer and Initiator

### Teaching Fellow/Assistant

2023 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University

2022 FA **Intro to Marketing** (MBA), Stern School of Business, New York University

2022 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University

2019 SP **Causal Inference** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2018 SP **Stochastic Models for Production and Service System** (PhD), Olin School of Business, Washington University in St. Louis

2018 SP **Supply Chain Risk Management** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2017 SU **Managing Operations** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SU **Innovation & Entrepreneurship** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SP **Quantitative Decision Making** (PMBA and MBA), Olin School of Business, Washington University in St. Louis

## MEMBERSHIPS

INFORMS

INFORMS Society for Marketing Science

## INDUSTRY CONSULTING

2018 Express Script, St. Louis, MO

2017 Belden, St. Louis, MO

2017 West Pharmaceutical, Philadelphia, PA  
2016 Anheuser-Busch InBev, St. Louis, MO

## **SKILLS**

Languages English (fluent), Mandarin Chinese (native)  
Programming R, C, Python, Stata, Mathematica,  $\LaTeX$

Updated June 2023