

SHILEI LUO

Olin Business School
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EDUCATION

Olin Business School - Washington University in St. Louis, China <i>Ph.D. Candidate in Quantitative Marketing</i>	2022 - present
Guanghua School of Management - Peking University, China <i>Bachelor in Economics</i>	2018 - 2022

RESEARCH INTERESTS

Online Platform, Causal Inference, Social Media

WORK IN PROGRESS

- The Power of Pay: The Amplified Long-Term Effects of Wage Changes in the Gig Economy (with Xinyu Cao and Dennis J. Zhang), *Working paper*
- How Content Nudges Influence Late-Night Usage on Short Video Platform (with Song Yao and Dennis J. Zhang), *Work in Progress*
- Unexpected Consequences in Recommender-Based Content Moderation (Meng Liu, Cheng Lu, Xiang Hui, and Dennis J. Zhang), *Work in Progress*

CONFERENCE PRESENTATIONS

The Power of Pay: The Amplified Long-Term Effects of Wage Changes in the Gig Economy INFORMS Annual Meeting, Seattle, WA	2024
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TEACHING EXPERIENCE

Guest Lecturer, Washing University in St Louis Data Analysis for Brand Management (Master/MBA)	Spring 2025
Teaching Assistant, Washing University in St Louis Data Analysis for Brand Management (Master/MBA)	Spring 2025
Marketing Strategy (Master/MBA)	Fall 2024
Consumer Analytics (Master)	Fall 2023

INDUSTRY EXPERIENCE

Research Intern, Kwai Inc.	June 2023 - present
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SKILLS

Languages:	Chinese(native) English(Fluent)
Technical Proficiencies:	Fluent in Python, Julia, Stata, and R Experience using Matlab and C++