

Bingzhao Li

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October, 2025

EDUCATION

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|--|-----------------------|
| Columbia Business School, Columbia University in the City of New York | New York, NY |
| <i>Ph.D. of Quantitative Marketing</i> | <i>2023 - Present</i> |
| Peking University | Beijing, China |
| <i>Doctoral Studies of Economics</i> | <i>2020 - 2023</i> |
| Shanghai University of Finance and Economics | Shanghai, China |
| <i>Bachelor of Economics (with Distinction)</i> | <i>2016 - 2020</i> |

WORK IN PROGRESS

- A Strategic Consumers Theory of New Product Diffusion (with Kinshuk Jerath and J. Miguel Villas-Boas)
- A Behavioral Theory of Addiction with Evidence from Online Games (with Chong Juin Kuan)
- Network Effect, Platform Pricing, and Equilibrium Sorting: Evidence from Platform Merger (with Dingzhe Leng and Chong Juin Kuan)

RESEARCH EXPERIENCES

- Visiting PhD Student at Nanyang Business School (NTU), Jul 2025 to Aug 2025
- Research Assistant at NUS Business School, Jan 2022 to Aug 2022

ACADEMIC AWARDS, HONORS AND GRANTS

- Amanda and Harold J Rudolph M.S. Fellowship, 2025 - 2026
- Columbia Deming Center Doctoral Fellowship (\$10,000), 2025
- Columbia Doctoral Program Fellowship, 2023 - 2028
- Merit Student, Peking University, 2021
- Outstanding Graduate of Shanghai City, Shanghai Municipal Education Commission, 2020
- National Scholarship, Shanghai University of Finance and Economics, 2019
- Shanghai Scholarship, Shanghai University of Finance and Economics, 2018

SELECTED COURSEWORK

- Marketing: Quantitative
 - Empirical Models in Marketing Oded Netzer, Spring 2024
 - Mathematical Models in Marketing Rajeev Kohli, Spring 2024
 - Structural Empirical Models Andrey Simonov, Spring 2025
 - Analytical Models in Marketing Kinshuk Jerath, Spring 2025

- Marketing: Consumer Behavior
 - Behavioral Economics, Judgment and Decision-Making Eric Johnson, Fall 2023
 - Perspectives on Consumer Behavior Michel Pham & Bernd Schmitt, Fall 2024
- Economics
 - Introduction to Econometrics I Serena Ng & Jushan Bai, Fall 2023
 - Introduction to Econometrics II Jushan Bai & Sokbae (Simon) Lee, Spring 2024
 - Econometrics IV Sokbae (Simon) Lee, Spring 2025
 - Industrial Organization I Gautam Gowrisankaran, Fall 2023
 - Industrial Organization II Pietro Tebaldi, Spring 2024
- Statistics and Machine Learning
 - Probabilistic Models and Machine Learning Genevera Allen, Fall 2024
 - Applied Statistics II Yuqi Gu, Spring 2025

CONFERENCE AND SEMINAR PRESENTATIONS

- Columbia Business School (2024)
- Peking University (2022, 2023)
- China Economics Annual Conference (online, 2021)
- Shanghai University of Finance and Economics (2020)
- Xiamen University (2019)

TEACHING ASSISTANCE

- Columbia Business School
 - Marketing (MBA) Malek Ben Sliman, Fall 2024
 - Behavioral Economics & Decision Making (MBA) Elizabeth Friedman, Summer 2023
- Peking University
 - The Political Economy of Chinese Economic Growth Lixing Li, Fall 2021

OTHERS

Languages: Mandarin Chinese (native), English (fluent)

Programming: STATA, MATLAB, R, Python, Mathematica, PLSQL, L^AT_EX, MS Office