HANGCHENG ZHAO

The Wharton School, University of Pennsylvania

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EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA   *July 2020 - May 2025*
Ph.D. in Quantitative Marketing

University of Chicago, Chicago, IL   *August 2018 - August 2019*
Master in Economics

Tsinghua University, Beijing, China   *August 2014 - July 2018*
Bachelor in Economics

RESEARCH INTERESTS

Pricing, Online Marketing, Platform, Algorithms, Empirical IO, Reinforcement Learning

WORKING PAPERS

Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively? [SSRN]

With Ron Berman (University of Pennsylvania)

- Under Revision

Strategic Recommendation Algorithms: Overselling and Demarketing Information Designs [SSRN]

With Ron Berman (University of Pennsylvania) and Yi Zhu (University of Minnesota)

- Major Revision at **Marketing Science**

Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests [SSRN]

With Zhonghong Kuang (Remin University of China) and Jie Zheng (Shandong University)

- Major Revision at **Game and Economic Behavior**

Does More Data Always Lead to Lower Variance and Greater Profitability?
Advisors: Eric Bradlow (University of Pennsylvania) and Ron Berman (University of Pennsylvania)

CONFERENCE PRESENTATIONS

Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively?

- 2023 INFORMS Marketing Science Conference   *Miami, FL, June 2023*

Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests

- ASSA 2020 Annual Meeting   *San Diego, CA, January 2020*
- 30th International Conference on Game Theory   *Stony Brook, NY, July 2019*

Perception Bias in Tullock Contests [Slides]
With Jaimie W. Lien (Shandong University) and Jie Zheng (Shandong University)

- ASSA 2020 Annual Meeting   *San Diego, CA, January 2020*
- 30th International Conference on Game Theory   *Stony Brook, NY, July 2019*
- 2018 Society for the Advancement of Economic Theory Conference   *Taiwan, June 2018*

RESEARCH AND PROFESSIONAL EXPERIENCE

PhD Economist Intern   *July 2023 - September 2023*
HP, Inc, Pricing Analytics Group

Research Assistant to Prof. Ron Berman and Prof. Pinar Yildirim   *July 2019 - June 2020*
The Wharton School, University of Pennsylvania

Research Assistant to Prof. Richard Hornbeck   *October 2018 - June 2019*
Booth School of Business, University of Chicago

TEACHING EXPERIENCE

The Wharton School, University of Pennsylvania, Philadelphia, PA

Teaching Assistant to Prof. Jagmohan Raju   *Summer 2022, Spring 2023*

- MKTG 7540 Pricing Policy (MBA, WEMBA)

TECHNICAL SKILLS

Programming Languages   Stata, C++/C, R, Python, Matlab, Mathematica, SQL, Amazon AWS

HONORS AND AWARDS

Mack Institute Research Fellowship	*2023*
Analytics at Wharton Research Funding	*2023*
George James Travel Award for the Wharton Doctoral Program	*2023*
Wharton INSEAD Alliance Doctoral Student Short - Term Visit Award	*2023*
Ph.D. Program Fellowship, the Wharton School, University of Pennsylvania	*2020-Present*
University of Chicago Scholarship for Master of Arts Social Sciences Program	*2018-2019*
"Top Open" Student Overseas Research Grant, Tsinghua University	*2017*
Undergraduate Student Academic Research Grant, Tsinghua University	*2017-2018*