

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

Sponsored Product Ads, Algorithmic Pricing, and More Harmless Collusion

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

With Ron Berman (University of Pennsylvania)

- Under Review

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*

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, Spring 2024*

- 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*

Last Updated: Jan 2024