

# HANGCHENG ZHAO

The Wharton School, University of Pennsylvania

## Address:

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## EDUCATION

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**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

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

## WORKING PAPERS

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**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*

**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

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**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

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**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

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**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

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

## HONORS AND AWARDS

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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: Nov 2023*