Jiahao Zhu

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EDUCATION

Sun Yat-sen University (SYSU), China   Sep/2022 – present
  M.Res., Marketing (Concentration: Consumer Behavior)
  Selected coursework: Empirical Research Methods in Management (95/100)

Sun Yat-sen University (SYSU), China   Sep/2018 – Jun/2022
  B.A., Business Administration (GPA: 3.9/4.0)
  Selected coursework: Probability & Statistics (99/100), Econometrics (95/100), Consumer Behavior (97/100),
      Advanced Econometrics (Ph.D. courses, audit), Evolutionary Psychology (87/100), R Language (89/100)
  Thesis: Emotional Expression and Market Performance: A Network Perspective (A, Outstanding Thesis Award)

RESEARCH INTERESTS

Emotional Expression; Semantic Network; Network Psychometric; Psychological Formal Model

WORKING PAPERS

A Network Theory and Analysis of Emotional Transition in Verbal Expressions
Co-authors: Prof. Zengxiang Chen (SYSU) and Prof. Huaxiao Shen (SYSU)
– This paper, an expansion of my bachelor thesis, aims to construct a conceptual model of emotional transitions (i.e., shifts between different emotions) in verbal expressions and to develop an innovative automatic method for analyzing these transitions.
Current progress:
– Successfully constructed the conceptual model and developed the automatic method for analyzing emotional transitions in verbal expressions with a multivariable Markov chain model.
– Currently developing several insightful metrics and compiling text data from various sources to augment the research, such as movie transcripts, crowdfunding projects, and restaurant reviews.
– Actively writing the second version of the research proposal.
Preliminary findings:
– Current analysis of crowdfunding projects reveals that our novel method effectively captures crucial aspects of emotional expression, offering insights overlooked by previous studies. The results so far suggest potential for a significant contribution to the understanding of emotional transitions in verbal communication.

The Effect of Brand Warmth and Competence: A Meta-Analysis
Co-authors: Prof. Chenming Peng (UIBE) and Prof. Zengxiang Chen (SYSU)
– This paper conducts a comprehensive meta-analysis of the effects of brand warmth and competence.
Current progress:
– Sourced relevant papers from a variety of databases including INFORMS, Google Scholar, and PsycInfo, ensuring a thorough and diverse collection of literature for analysis. Obtained more than 17,000 potential papers.
– Implemented rigorous selection criteria for target papers, involving meticulous evaluation of titles, abstracts, and main text content. Reduced the number of relevant papers to 587.
– Actively coded effect sizes and other study information for each selected paper to prepare data for subsequent analysis, resulting in 1,112 observations for further analysis.

RESEARCH EXPERIENCES

Research Assistant   Dec/2022 – Jan/2023

To Prof. Chenming Peng (University of International Business and Economics) and Prof. Zengxiang Chen (Sun Yat-sen University)

Project: The Effect of Product Aesthetic: A Meta-Analysis

– This project aimed at meta-analyzing the impact of product aesthetics. In this role, I engaged in initial data collecting and processing.

Key responsibilities and accomplishments:

– Contributed to the initial phase of the research by searching and downloading more than 100 academic papers papers, as well as filtering 32 relevant paper, thereby building a foundational literature base for the study.
– Leveraged my technical skills to develop a VBA program designed to automatically highlight target words in Excel files. This innovative solution streamlined the data analysis process and enhanced the efficiency of the research.

Project outcomes:

– Project outcomes included the creation of a specialized VBA program for data processing and a curated sub-dataset encompassing files and meta-information from 32 relevant academic papers.

Research Assistant   Feb/2022 – May/2022

To Prof. Zengxiang Chen (Sun Yat-sen University)

Project: The Effect of Growth Mindset on Second-Hand Product Consumption

– In this role, I engaged in extensive research to investigate the influence of growth mindset on second-hand product consumption.

Key responsibilities and accomplishments:

– Assisting in a comprehensive literature review about growth mindset and second-hand product consumption, facilitating a more profound understanding of the topic.
– Constructing a conceptual model that proposed self-expansion as the mediator, along with other potential moderators, thereby delineating a theoretical framework for the study.
– Contributing to the design and development of the pilot study, which included modifying the self-expansion scale to fit the consumption scenario.
– Participating in the statistical analysis of the pilot study data, providing critical insights into the effects of a growth mindset on second-hand product preferences.

Key findings:

– The manipulation of a growth mindset increased participants' likelihood of preferring second-hand products, an effect that was mediated by self-expansion. This finding signifies a potential shift in consumption trends as a function of growth mindset.

Project Leader   Apr/2021 – Dec/2021

Supervised by Prof. Xuezhi Zhang (Sun Yat-Sen University)

Project: CEO Traits and Firm Risks: Evidence from Machine-Learning Method

– Sponsored by the Ministry of Education of the People's Republic of China as part of the Undergraduate Innovation Training Program (¥12,000 funding), this research project explored the relationship between CEO big five personality traits and firm risks.

Key responsibilities and accomplishments:

– Conducted an exhaustive literature review to construct an informed hypothesis on how the big five CEO personality traits influence firm risks.
– Led the manual collection and management of S&P 500 firms' quarterly earning call transcripts spanning the period of 2002 to 2018, resulting in a comprehensive database of over 10,000 observations from more than 3,000 companies.
– Utilized Stata for statistical analysis, providing key insights into the collected data. Authored and iteratively refined three versions of a manuscript titled "Careful for Characteristics: CEO Traits and Firm Risks."
– Presented research findings at several international and Chinese conferences including Financial Market and Corporate Governance 2021, and Camphor Conference of Finance and Economics 2021.

Project outcomes:

– Project outcomes included the creation of a valuable database of S&P 500 firm earning call transcripts from 2002 to 2018, and the production of a detailed manuscript on the influence of CEO personality traits on firm risks.

TEACHING EXPERIENCES

Teaching Assistant (SYSU)   Sep/2020 – Jun/2022
- Undergraduate courses: Consumer Behaviour, Econometrics, and Behavioral Finance

AWARDS & PRIZES

Sep/2022	1st class	National Scholarship, Ministry of Education of P.R. China
Sep/2021	2nd class	Outstanding Student Scholarship, Sun Yat-Sen University
Sep/2020	2nd class	Outstanding Student Scholarship, Sun Yat-Sen University
Sep/2019	3rd class	Outstanding Student Scholarship, Sun Yat-Sen University

MISCELLANEOUS

Languages:	Mandarin (native), English (IELTS 7.0)
Programmings:	R, Stata, SPSS, G*Power, Mathematica, Python
Research Skills:	Causal Inference, Psychological Statistics, Network Analysis, Text Analysis, Meta Analysis