

Tinghan Zhang

CONTACT INFORMATION

Koopmans Building K543
Department of Econometrics and Operations Research
School of Economics and Management, Tilburg University
Warandelaan 2, 5037 AB, Tilburg, NL

Tel: +31-(0)6 2186 3961
E-mail: t.zhang_2@tilburguniversity.edu
Web: <https://tinghan-zhang.github.io/>

RESEARCH INTERESTS

Applied Microeconometrics, Empirical Industrial Organization, Quantitative Marketing, Digital Economy

EDUCATION

Tilburg University	Tilburg, The Netherlands
<i>Ph.D. Candidate, Econometrics</i>	<i>Sep. 2020 - 2025 (Expected)</i>
• Supervisors: Prof. dr. Tobias Klein, dr. Christoph Walsh	
<i>Research Master, Economics (Cum Laude)</i>	<i>Aug. 2018 - Aug. 2020</i>
Renmin University of China	Beijing, China
<i>M.S., Quantitative Economics</i>	<i>Sep. 2015 - Jul. 2018</i>
<i>B.A., Economics and Mathematics</i>	<i>Sep. 2011 - Jul. 2015</i>

ACADEMIC EXPERIENCE

Teaching Assistant, Tilburg University	2020 - 2024
<i>Econometrics 3, Research Master</i>	
• Panel Data, Time Series	
Microeconometrics, Master	
• Treatment Effects, Survival Analysis, Structural Econometrics, Non-/Semi-parametric Estimation	
Research Assistant, Renmin University of China	Jan. 2016 - Feb. 2017
Working for Prof. Guangliang Ye, Renmin University of China	
Visiting Researcher, Université de Genève	Sep. 2016 - Jan. 2017
Host: Prof. Harold Hau	
Special Auditing Student, Kyoto University	Sep. 2014 - Feb. 2015
Host: Prof. Go Yano	

WORKING PAPERS

“Do I Really Want to Buy This? Preference Discovery and Consumer Search” with Tobias Klein and Christoph Walsh (Job Market Paper)

One of the most invoked assumptions in economics is that consumers know their preferences when they make choices. While theories and experiments in psychology and behavioral economics suggest this may be unrealistic, there is relatively little evidence from the field on this question. In this paper, we use detailed clickstream data from a large Central Asian online platform to study the extent to which consumers learn about their preferences while searching for a smartphone. To quantify the speed at which this takes place and account for other factors, most notably that consumers obtain additional product information when they inspect product pages, we estimate a rich search model in which consumers learn about their willingness to pay each time they visit the checkout page. Consumers initially underestimate their price sensitivity and update it along the way. Taking this into account shows that consumers are more price-sensitive than a standard search model would predict, and an intervention that prompts consumers to end their search early can lead to potential welfare loss.

“A Partial Ranking Choice Structure for Optimal Sequential Search”

Sequential search provides a framework for modeling choices under incomplete information. However, its empirical application often struggles between discarding search information for simpler demand estimation and incorporating it at the cost of estimation complexity. This paper introduces a partial ranking choice structure to reformulate optimal sequential search, establishing a fully static relationships among product values. This simplifies model application while preserving complete search information. The structure links the two aforementioned approaches and makes a clear discussion on identification and estimation of the model. I also show its efficiency in handling scenarios with structural changes in search process (like search and product discovery) with low computational cost.

WORK IN PROGRESS

“Search Cost, Risk, and Financial Institutions Merger,” with Chenxi Wang

“Endogenous Search”

“Resource Curse or Not? The Influence of Resource Import to China in Developing Countries”, with Ran Tao

CONFERENCES AND SEMINARS

2021-24: Tilburg Structural Econometric Group, Tilburg Graduate Students Society seminar; Workshop on Digital Markets (WDM) 2024

2015-16: China National Academic Forum for Industrial Economics Graduates

HONORS AND AWARDS

Tilburg University: Koopmans Scholarships, 2018 - 2020

Renmin University of China: Excellent Graduate, 2018, 2015

Kyoto University: JASSO Scholarships, 2014

OTHER ACTIVITIES

China Banking Regulatory Commission

Intern in Bureau of Policy Research

Beijing, China

Jun 2015 - Aug 2015

Tilburg Structural Econometrics Group

Co-organizer of the SEG Seminar Series

Tilburg, Netherlands

Sep 2022 - Jun 2024

TECHNICAL SKILLS

Languages: Chinese (native), English (fluent), Japanese (advanced)

Research Software: Matlab (extensive use), Stata (extensive use), R (intermediate), Python (beginner)

Application Software: L^AT_EX, Jupiter Notebook, Git

PERSONAL INFORMATION

Date of Birth (dd/mm/yyyy): 08/05/1992

Sex: Male

Citizenship: China