

# TIANYU HAN

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## EDUCATION

### University of California, Berkeley

*Ph.D. in Business Administration (Quantitative Marketing), Haas School of Business*

**Berkeley CA, USA**

*May 2024 (Expected)*

*Graduate Certificate in Applied Data Science, School of Information*

*May 2021*

*M.S. in Business Administration, Haas School of Business*

*Dec 2020*

### University of Wisconsin–Madison

**Madison WI, USA**

*M.S. in Economics, Department of Economics*

*May 2018*

### London School of Economics and Political Science (LSE)

**London, UK**

*M.Sc. in Econometrics and Mathematical Economics, Department of Economics*

*Jun 2017*

### University of Southampton

**Southampton, UK**

*B.Sc. in Economics and Finance, School of Social Sciences, with First Class Honors*

*Jun 2015*

## RESEARCH

**Research Interests:** Behavioral Economics, Digital Marketing, Applied Machine Learning

### Working Papers

- “Rewards and Consumption in the Credit Card Market”
- “Interest Rate Misperception and Excess Borrowing in the Consumer Credit Market” (with Xiao Yin)
- “An Empirical Model of Endogenous Attention” (with T. Tony Ke and J. Miguel Villas-Boas)

### Selected Work in Progress

- “Income Misreporting in the Credit Card Market” (with Xiao Yin)
- “Information Silos on Social Media” (with Zijun (June) Shi and Wenbo Wang)

### Invited Talks

(Marketing if without specification)

- 2024: ISMS (UNSW)
- 2023: Chicago, Boston U, UT Dallas, NUS, HKUST, Peking U, CUHK-SZ, CEPR European Conference on Household Finance, Behavioral Industrial Organization & Marketing Symposium (Michigan Ross), Bay Area Marketing Symposium (Santa Clara), Berkeley, Berkeley (Econ-IO), Berkeley (Econ-Behavioral), Berkeley (Finance)
- 2022: Uber, Marketing Analytics Symposium Sydney (UNSW), Berkeley, Berkeley (Finance)
- 2021: Berkeley, Berkeley (Finance), Berkeley (Econ-IO)

## TEACHING EXPERIENCE

- UC Berkeley: Intermediate Microeconomics for Business (upper-undergrad), Intermediate Microeconomics (upper-undergrad), Marketing (upper-undergrad), Strategy (full-time MBA), Marketing Strategy (full-time MBA), Applied Econometrics (doctoral), Principles of Finance (upper-undergrad)
- UW-Madison: Economic Forecasting (advanced-undergrad), Economics of Law (advanced-undergrad), Energy, Resources, and Economics (intermediate-undergrad)

## FELLOWSHIPS, HONORS, AND GRANTS

- Fisher Center for Business Analytics Research Grant, University of California, Berkeley, Nov 2023
- Claire Goedinghaus Fellowship, Institute for Business Innovation, University of California, Berkeley, Apr 2023
- ISMS Doctoral Consortium Fellow, Jun 2022
- Wu Family Fellowship, Institute for Business Innovation, University of California, Berkeley, Feb 2022
- Department Fellowship, Haas School of Business, University of California, Berkeley, 2018–2023
- Graduate Academic Achievement Award, University of Wisconsin–Madison, May 2018
- Economics Master Program’s Research Scholarship, University of Wisconsin–Madison, Feb 2017
- 3rd Prize, “Challenge Cup” National Undergrad Academic Science and Technology Works Competition, Dec 2015
- 1st Prize Academic Excellence Scholarship×3, Nanjing University of Finance and Economics, 2012–2013
- National Scholarship, Ministry of Education of China, Nov 2012

## OTHER EXPERIENCE

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**Uber Eats Pricing and Incentives, Uber Technologies, Inc.**  
*Applied Scientist PhD Intern*

**San Francisco CA, USA**  
*May 2022–Aug 2022*

## MISCELLANEOUS

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- **Languages:** fluent in English; native in Mandarin Chinese; basic in Cantonese
- **Computing:** Python, Stata, Mathematica, SQL, Git, and  $\text{\LaTeX}$

Last updated: January, 2024