

TIANYU HAN

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EDUCATION

University of California, Berkeley

Berkeley CA, USA

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

May 2024 (Expected)

- Economics Coursework: Math for Economics, Microeconomic Theory, Econometric Theory, Applied Econometrics, Industrial Organization, Behavioral Economics, Causal Inference, Experimental Design
- Business Coursework: Choice Modelling, Marketing Strategy (IO theory), Consumer Behavior, Special Topics in Marketing (digital marketing, information design, AI), Special Topics in Business (causal inference, IO)

Graduate Certificate in Applied Data Science, School of Information

May 2021

- Information Coursework: Programming and Computation, Data Structures, Research Design for Data Applications, Machine Learning, Natural Language Processing
- Computer Science Coursework: Principles and Techniques of Data Science, Deep Learning, Deep Reinforcement Learning

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

Nanjing University of Finance and Economics

Nanjing, China

B.Econ. in Finance, Hongshan College

Jun 2015

RESEARCH

Research Interests: Behavioral Economics, Industrial Organization, Quantitative Marketing, Applied Machine Learning

Working Papers

- “Rewards and Consumption in the Credit Card Market,” **job market paper**
- “Interest Rate Misperception and Excess Borrowing in the Consumer Credit Market” (with Xiao Yin)
- “A Structural Model of Learning before Choice” (with T. Tony Ke and J. Miguel Villas-Boas)

Selected Work in Progress

- “Income Misreporting in the Consumption Credit Market” (with Xiao Yin)

Presentations

- 2023: Behavioral Industrial Organization & Marketing Symposium (Michigan Ross), Bay Area Marketing Symposium (Santa Clara), UC Berkeley Financial Economics Seminar, UC Berkeley IO Workshop
- 2022: Uber Eats Pricing and Incentives Jam, Marketing Science Conference Doctoral Symposium, Marketing Analytics Symposium Sydney (UNSW), Berkeley-Haas Shansby Marketing Seminar, UC Berkeley Financial Economics Seminar
- 2021: UC Berkeley IO Workshop, Berkeley-Haas Marketing Summer PhD Seminar

Pre-Doctoral Publications

- “Analysis on the asymmetric pricing behaviors of large retailers based on two-sided markets” (with Yao Han), *Education Management and Management Science: Proceedings of the International Conference on Education Management and Management Science* (2014), Vol. 7, p. 19, CRC Press.
- “Monopolistic efficiency: A performance analysis on the market structure of the e-commerce industry” (with Yao Han), *Behavioral, Economic, and Socio-cultural Computing* (2015), pp. 180-183, IEEE.

Teaching

Teaching Interests: marketing strategy/management, business analytics, data science, machine/deep learning, microeconomic theory, behavioral economics, industrial organization, applied econometrics/statistics, empirical modeling

University of California, Berkeley

Graduate Student Instructor

Berkeley CA, USA

Jul 2019–present

- 4×Intermediate Microeconomics for Business (upper-undergrad), 3×Intermediate Microeconomics (upper-undergrad), 2×Marketing (upper-undergrad), Marketing Strategy (full-time MBA), Applied Econometrics (doctoral), Principles of Finance (upper-undergrad)

Department of Economics, University of Wisconsin–Madison

Graduate Teaching Assistant

Madison WI, USA

Jan 2017–May 2018

- Economic Forecasting (advanced-undergrad), Economics of Law (advanced-undergrad), Energy, Resources, and Economics (intermediate-undergrad)

SELECTED EXPERIENCE

Uber Eats Pricing and Incentives, Uber Technologies, Inc.

Applied Scientist PhD Intern

San Francisco CA, USA

May 2022–Aug 2022

Haas School of Business, University of California, Berkeley

Graduate Student Researcher for Prof. Giovanni Compiani

Berkeley CA, USA

Feb 2019–Aug 2020

Department of Economics, University of Wisconsin–Madison

Graduate Research Assistant for Prof. Daniel Quint

Madison WI, USA

Feb 2017–May 2017

SELECTED FELLOWSHIP, GRANTS, AND AWARDS

- Claire Goedinghaus Fellowship, Institute for Business Innovation, University of California, Berkeley, Apr 2023
- 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

MISCELLANEOUS

- **Languages:** fluent in English; native in Mandarin Chinese
- **IT:** proficient in Python, Stata, Mathematica, and \LaTeX ; familiar with Matlab, SQL, and Git

REFERENCES

J. Miguel Villas-Boas (Co-Chair)
J. Gary Shansby Professor of Marketing Strategy
Haas School of Business
University of California, Berkeley
villas@haas.berkeley.edu

Dmitry Taubinsky (Co-Chair)
Associate Professor of Economics
Department of Economics
University of California, Berkeley
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Benjamin Handel
Associate Professor of Economics
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Todd Fitch (Teaching)
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