DAN XIE

Experienced Researcher in Behavioral Economics
Quantitative and Qualitative Researcher

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WORK EXPERIENCE

PhD Researcher

HEC Paris, France

📅 Sep. 2018 – Jun. 2024   📍 Jouy-en-Josas, France

Economic Research I employed advanced quantitative and qualitative techniques for economic research

- Led numerous large-scale consumer behavior research projects, coordinated **15k** participants for survey studies
- Leveraged interviews, focus groups and unstructured data to generate novel insights for marketing research
- Designed and implemented **30+ scales, 50+ surveys, 50+ experiments (RCT)**

Quantitative Skills I possess advanced quantitative skills and extensive experience in data analysis

- Vast experience using **Python and R** to process and structure large consumer behavior datasets
- Applied **sophisticated econometric methods** for causal inference, such as instrumental variable, difference-in-difference and matching.
- **Lectured econometric and statistics for business** for more than 100 Grand École students at HEC Paris, improved course evaluation by 10%

Data Science and AI

📅 2022-2023   📍 Paris, France

- Hackathon (Hi! Paris,2023): predicted the energy consumption of European buildings with **various machine learning and deep learning models**, reached accuracy level of **79% (highest: 81%)** with highly unbalanced data ↗
- Hackathon (LVMH & Kaggle, 2022): **improved recommendation accuracy for Sephora's search engine (ranked 19/51)** ↗
- Participated in summer School **"AI & Data For Science, Business And Society"** (2022,2023), by HEC Paris, Institut Polytechnique de Paris, and Inria ↗

Independent Consultant

📅 2023   📍 Paris, France

- Green-tech company: Conducted **market research** tailored for the company's entry into the Chinese carbon capture and storage market.
- IT start-up: Corrected UX flaws and carried out **competitive audit** for their web app
- Web3 start-up: Designed **A/B testing and event-tracking** to identify user pain points

Principal Research Manager

Shaanxi Normal University

📅 2013 - 2016   📍 Xi'an, China

- **Managed a cross-functional team** to develop an educational product that measures and monitors elementary and middle schools' **innovation index** and engaged stakeholders to commit to the success of the project
- **Chief researcher** in developing the metrics of the innovation index system, consisted of **20+ surveys for different stakeholders and sampling methods**
- Assisted the implementation of the innovation index at a district in Hangzhou (population of 200k) which guided the schools in the area to cultivate the creativity of students and teachers

EDUCATION

Ph.D. Management - Specialized in Marketing ↗

HEC Paris

📅 2018-2024   📍 Jouy-en-Josas, France

M.S. Economics and Psychology ↗

Université Paris Panthéon-Sorbonne and Paris Descartes

📅 2016-2018   📍 Paris, France

B.S. Applied Psychology

Shaanxi Normal University

📅 2009-2013   📍 Xi'an, China

DEVELOPMENT ECONOMICS

- Extensively studied microeconomics models and randomized controlled trials (RCTs) applied to analyze policies in the realms microfinance, medical prevention, and entrepreneurship in developing economics
- Researched the impact of mobility and inequality on consumers' demand for status goods and their role in entangling less privileged consumers in a poverty trap.
- Demonstrated the greater effectiveness of ESG initiatives for small businesses and the significance of trust in maximizing ESG ROI for larger corporations.

COMMUNICATION

- Presented my research at **6 international conferences** in front of academics and industry leaders
- **Lecturer/teaching assistant** for different levels of students (GÉ, Master, MBA, and PhD students)
- **Ambassador** for the Data Science and AI programs of Hi! Paris ↗

SKILLS

R   Advanced
Python   Proficient
Stata   Intermediate

LANGUAGES

English   Bilingual
Chinese   Native
French   Advanced

PUBLICATIONS AND CONFERENCE PROCEEDINGS

- **Xie, D.**, Zhao, Z., Duan, W., & Hu, W. (2016). The Application, Characteristic and Inspiration of Hopeful Thinking in Clinical Area. *Chinese Journal of Psychological Science. 39*(3): 741-747.
- Duan, W., & **Xie, D.** (2019). Measuring Adolescent Flourishing: Psychometric Properties of Flourishing Scale in a Sample of Chinese Adolescents. *Journal of Psychoeducational Assessment 37*(1): 131-135.
- **Xie, D.**, Shrum, L. J., & Lowrey, T. M. (2023). "Keeping Up With the Joneses: Not so Much if Consumers Move Often !," in *Advances in Consumer Psychology*, eds. Silvia Bellezza, Lisa Cavenaugh, & Nailya Ordabayeva, San Juan, Puerto Rico: Society for Consumer Psychology.
- **Xie, D.**, Shrum, L. J., & Lowrey, T. M. (2023). "Keeping Up With the Joneses: Not so Much if Consumers Move Often !," in *Monaco Symposium on Luxury*, eds. Anastasia Stathopoulou, & Pierre Valette-Florence, Monaco: International University of Monaco.

WORKING PAPERS

Job Market Paper
- **Xie, D.**, Shrum, L. J., & Lowrey, T. M. "Keeping up with the Joneses? Not So Much for Consumers Who Move Around a Lot!"
  Topic: *Residential mobility and luxury consumption*
  Status: *Preparing for submission to JCR*
- **Xie, D.**, Shrum, L. J., & Lowrey, T. M. "The development of the consumer signaling preference scale"
  Topic: *Scale development and its application*
  Status: *Refining the manuscript*
- **Xie, D.**, "Big corporates pursue greenwashing and small companies possess green virtue"
  Topic: *Inequality's impact on ESG initiative in large/small companies*
  Status: *Refining the manuscript*

CONFERENCE PRESENTATION AND INVITED TALKS

- **Society for Consumer Psychology Conference, March 2023**
  Xie, D.*, Shrum, L. J., & Lowrey, T. M. "Keeping up with the Joneses ? Not so much if consumers move often !"
- **HEC-ESSEC-INSEAD Marketing Research Seminar, March 2023**
  Xie, D.*, Shrum, L. J., & Lowrey, T. M. "Keeping up with the Joneses ? Not so much if consumers move often !"
- **Monaco Symposium on Luxury, April 2023**
  Xie, D.*, Shrum, L. J., & Lowrey, T. M. "Keeping up with the Joneses ? Not so much if consumers move often !"
- **HEC S&O Center, Research Day, June 2023**
  Xie, D.* "Big corporates pursue greenwashing and small companies possess green virtue"
- **Sheth Doctoral Consortium, June 2023**
  Xie, D.* "Big corporates pursue greenwashing and small companies possess green virtue"

GRANTS AND HONORS

Elected as the HEC Paris representative for the Sheth Foundation Doctoral Consortium	*2023*
HEC Paris Foundation Scholarship	*2018 - Present*
EUR (Ecole Universitaire de Recherche) research support funding	*2022*
GREGHEC researcher funds	*2019 - 2023*
International Scholarship Programme MIEM Université of Paris Descartes	*2016*
China's National Scholarship for Graduate Students	*2015*

REFERENCE

- **L. J. Shrum**, Professor of Marketing, HEC Paris
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- **Itzhak Gilboa**, Professor of Economics and Decision Sciences, HEC Paris
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- **Gilles Stoltz**, Senior research scientist, CNRS - Université Paris-Saclay
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