Niuniu Zhang

Email: niuniu.zhang.phd [at] anderson.ucla.edu
URL: https://niuniu-zhang.github.io
Last updated: September 17, 2024

Education

Exp. 2029 UCLA, PhD in Operations Management (DOTM), Los Angeles, CA
May 2023 University of Pennsylvania, MA Applied Mathematics (AMCS), Philadelphia, PA
May 2021 New York University, MA Visual Arts Administration, New York, NY
June 2019 Union College, BS Mathematics and French, Minor in Visual Arts, Schenectady, NY

Articles

Under Review / Working Papers

1. "NFT Wash Trading: Direct vs. Indirect Estimation", Falk, B., Tsoukalas, G., and Zhang, N. (2023).
   Research Policy, R&R.

2. "Economics of NFTs: The Value of Creator Royalties", Falk, B., Gu, B., Tsoukalas, G., and Zhang, N. (2022).
   Information Systems Research, Major Revision.
   - selected and presented at March 2023 Symposium of Crypto & Blockchain Economics Research Forum (CBER). [video]

Theses

3. "Being An Artist Is Hard: Navigating the Dynamics of Money and Power", Zhang, N. (2021)

4. "Category Theory and Universal Property", Zhang, N. (2019)

5. "La Nouvelle Vague est-elle un cinéma existentialiste français?", Zhang, N. (2019)

Research Experience

Penn Engineering, University of Pennsylvania, Philadelphia, PA

2022-2024 Research Assistant, Crypto and Society Lab (CASL)
Advised by Prof. Brett Hemenway Falk and Prof. Gerry Tsoukalas
I conducted empirical analysis of blockchain data and developed economic models to fit the data, with topics including NFT royalties and wash trading. See [1,2].

Penn Art & Science, University of Pennsylvania, Philadelphia, PA

2023-2024 Research Assistant, Department of History
Advised by Prof. Maylis Avaro and Prof. Marc Flandreau
I analyzed Ethereum-based trading platforms, e.g., Uniswap and Curve, to investigate potential ripple effects of the 2022 Terra market crash.

Steinhardt School, New York University, New York, NY

2020-2021 Master's Thesis, Department of Art and Art Professions
Advised by Prof. Amy Whitaker
I investigated the economic challenges artists face and the transformative potential of blockchain for creative careers. See [3].

Teaching Experience

Penn Engineering, University of Pennsylvania, Philadelphia, PA

Sp. 2024 Teaching Assistant, EAS 5830 Blockchains, Graduate
Supervised by Prof. Brett Hemenway Falk

Sp. & F. 2022 Teaching Assistant, CIS 5150 Fundamentals of Linear Algebra and Optimization, Graduate
Supervised by Prof. Jean Gallier

Awards & Honors

2024-2029 Anderson School of Management PhD Fellowship, UCLA
2019 summa cum laude, Union College
2019 Phi Beta Kappa Inductee, Academic Honor Society
2019 Departmental Honors in Mathematics and in French, Union College
2019 Pi Delta Phi Inductee, French Honor Society

Technical Skills

Python, C, C++, Bash, Mathematica, MATLAB, R, LaTeX