

Weiqing Zhang

The Jesse H. Jones Graduate School of Business
Rice University

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EDUCATION

- Ph.D. Marketing, New York University, 2024
M.S. Business Administration, Washington University in St. Louis, 2019
B.A. Mathematics and Economics, *summa cum laude*, DePauw University, 2014

APPOINTMENTS

- 2019– Rice University
Assistant Professor of Marketing, Jones Graduate School of Business, 2024–present

RESEARCH AREAS

Substantive: Media Content and Consumption, Digital Platforms and Small Businesses' Welfare, Product Returns
Methodological: Structural Models, Causal Inference, Natural Language Processing, Field Experiments, Empirical IO, Machine Learning

PUBLICATIONS

1. Xiang Hui, Zekun Liu, and Weiqing Zhang. "From High Bar to Uneven Bars: The Impact of Information Granularity in Quality Certification." *Management Science*, Vol. 69, No. 10, October 2023, pp. 6109-6127.

WORKING PAPERS

1. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. "The Power of Livestream Shopping: Boosting Revenues and Catalyzing Spillovers." **Risky Revision** at *Journal of Marketing Research*.
2. Siham El Kihal, Tülin Erdem, Christian Schulze, and Weiqing Zhang. "Customer Return Rate Evolution." **Major Revision** at *International Journal of Research in Marketing*.
3. Zekun Liu, Weiqing Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong "Success and Survival in Livestream Shopping." **Major Revision** at *International Journal of Research in Marketing*.
4. Weiqing Zhang, and Masakazu Ishihara. "The Value of Content Inclusiveness: Evidence from A Social Media Platform."

SELECTED WORK IN PROGRESS

1. Masakazu Ishihara, and Weiqing Zhang. “Estimating the Trends of Product Categories: Evidence from the U.S. Motion Picture Industry.”
2. Weiqing Zhang, Siham El Kihal, Tülin Erdem, and Christian Schulze. “Product Returns and Umbrella Branding.”

CONFERENCE PRESENTATIONS (* = CO-AUTHOR PRESENTED)

- 2024 Interactive Marketing Research Conference, Boston, MA
- 2023 ISMS Marketing Science Conference, Miami, FL
- 2023 Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX
- 2022 Workshop on Information System and Economics, Copenhagen, Denmark
- 2022 Conferences on Digital Experimentation, Boston, MA
- 2022 ISMS Marketing Science Conference, Virtual
- 2022 Theory + Practice in Marketing, Atlanta, GA*
- 2021 Virtual Quant Marketing Seminar, Virtual*
- 2020 Workshop on Information System and Economics, Virtual*
- 2020 Conferences on Digital Experimentation, Virtual*

INVITED TALKS

- 2023 Jones Graduate School of Business, Rice University
- 2023 Isenberg School of Management, University of Massachusetts Amherst
- 2023 Fisher College of Business, The Ohio State University
- 2023 Naveen Jindal School of Management, The University of Texas at Dallas
- 2023 Tuck School of Business, Dartmouth College
- 2023 Weatherhead School of Management, Case Western Reserve University
- 2023 Carroll School of Management, Boston College
- 2023 College of Business, City University of Hong Kong
- 2023 CUHK Business School, The Chinese University of Hong Kong
- 2023 HKU Business School, The University of Hong Kong
- 2023 Nanyang Business School, Nanyang Technological University

GRANTS AND AWARDS

Awards and Honors

- 2023 Doctoral Fellowships, Fubon Center for Technology, Business and Innovation, New York University
- 2022 Robert Shoemaker Award, Stern School of Business, New York University
- 2021 ISMS Marketing Science Doctoral Consortium Fellows
- 2019-24 Doctoral Fellowships, Stern School of Business, New York University
- 2015-19 Doctoral Fellowships, Olin School of Business, Washington University in St. Louis
- 2014 Nominee of the Ferid Murad Medal, DePauw University
- 2013 J. William Asher and Dorothy A. Asher Award, DePauw University
- 2012-13 Science Research Fellows, DePauw University
- 2011-14 Excellent Award for Excellence, DePauw University

Grants

- 2022 PhD Research Grant, Center for Global Economy and Business, Stern School of Business, New York University
- 2021 Henry Assael Marketing Research Grant, Marketing Department, Stern School of Business, New York University
- 2021 PhD Urgent Research Grant, Center for Global Economy and Business, Stern School of Business, New York University

TEACHING EXPERIENCE

Instructor

- 2021 SU **Intro to Marketing**, Stern School of Business, New York University
 - * Undergraduate
- 2018 SU **Basics of Stata Programming**, Olin School of Business, Washington University in St. Louis
 - * MS in Business Analytics

Teaching Fellow/Assistant

- 2024 SP **Data Driven Decision Making** (Undergraduate), Stern School of Business, New York University
- 2023 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University
- 2022 FA **Intro to Marketing** (MBA), Stern School of Business, New York University
- 2022 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University
- 2019 SP **Causal Inference** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2018 SP **Stochastic Models for Production and Service System** (PhD), Olin School of Business, Washington University in St. Louis

2018 SP **Supply Chain Risk Management** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2017 SU **Managing Operations** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SU **Innovation & Entrepreneurship** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SP **Quantitative Decision Making** (PMBA and MBA), Olin School of Business, Washington University in St. Louis

PROFESSIONAL SERVICE

Ad-hoc Reviewer:

Marketing Letters; Production and Operations Management

MEMBERSHIPS

INFORMS

INFORMS Society for Marketing Science

American Marketing Association

American Statistical Association

INDUSTRY CONSULTING

2018 Express Script, St. Louis, MO

2017 Belden, St. Louis, MO

2017 West Pharmaceutical, Philadelphia, PA

2016 Anheuser-Busch InBev, St. Louis, MO

SKILLS

Languages	English (fluent), Mandarin Chinese (native)
Programming	R, C, Python, Stata, Mathematica, L ^A T _E X

Updated September 2024