Weiqing Zhang

Department of Marketing
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EDUCATION

Ph.D.   Marketing, New York University, 2024 (Expected)

M.S.   Business Administration, Washington University in St. Louis, 2019

B.A.   Mathematics and Economics, *summa cum laude*, DePauw University, 2014

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. "Doubling Revenues by Adopting Livestream Shopping: A Synthedic DiD Approach." **Major Revision** at *Marketing Science*.

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)

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 Core
* Class size: 37
* Evaluation Mean: 4.8/5; Evaluation Median: 5/5.

2018 SU **Basics of Stata Programming**, Olin School of Business, Washington University in St. Louis

* MS in Business Analytics
* Class size: 83
* Evaluation Mean: 9.52/10; Evaluation Median: 10/10.
* Course Designer

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

MEMBERSHIPS

INFORMS

INFORMS Society for Marketing Science

American Marketing 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, LaTeX

Updated December 2023