

# Weiqing Zhang

Department of Marketing  
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New York University

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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 AND WORKING PAPERS

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.
2. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. "Doubling Revenues by Adopting Livestream Shopping: A Synthedic DiD Approach." **Major Revision** at *Marketing Science*.
3. Siham El Kihal, Tülin Erdem, Christian Schulze, and Weiqing Zhang. "Customer Return Rate Evolution." **Major Revision** at *International Journal of Research in Marketing*.
4. 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*.
5. Weiqing Zhang, and Masakazu Ishihara. "The Value of Content Inclusiveness: Evidence from A Social Media Platform." **Job Market Paper**

## 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

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

## **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 November 2023