

# Weiying Zhang

Jones Graduate School of Business  
Virani Undergraduate 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

- 2024.7– Rice University  
Assistant Professor of Marketing, 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 Weiying 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. Weiying 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 Weiying Zhang. "Customer Return Rate Evolution." **Major Revision** at *International Journal of Research in Marketing*.
3. Zekun Liu, Weiying Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong "Success and Survival in Livestream Shopping." **Major Revision** at *International Journal of Research in Marketing*.
4. Weiying Zhang, and Masakazu Ishihara. "The Impacts of Content Inclusiveness and Content Moderation Practices: Evidence From a Social Media Platform" **Under Review**

## 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 | Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT |
| 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

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|------|---|
| 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

2024 FL	<b>Digital Marketing</b> , Jones Graduate School of Business, Rice University
	* MBA Elective
2024 FL	<b>Marketing</b> , Virani Undergraduate School of Business, Rice University
	* Undergraduate Core
2021 SU	<b>Intro to Marketing</b> , Stern School of Business, New York University
	* Undergraduate
2018 SU	<b>Basics of Stata Programming</b> , 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 <sup>A</sup> T <sub>E</sub> X

Updated January 2025