

# Wei Zhou

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## EDUCATION

2016-2021(expected)

### University of Arizona

Eller College of Management

Ph.D. in Economics

Dissertation Title: Economics of Search Design on E-commerce Platforms

Dissertation Committee: Mo Xiao (Chair), Mingfeng Lin,

Ashley Langer, Hidehiko Ichimura

2014-2016

### Renmin University of China

M.S. in Economics

2010-2014

### Huazhong University of Science and Technology

B.E. in Electronic and Information Engineering

## RESEARCH INTERESTS

- **Topics:** Economics of Information Systems, Platform Strategy, E-commerce, Digital Entrepreneurship, Gig Economy, FinTech, Industrial Organization, Behavior Economics
- **Methodology:** Applied Econometrics, Structural Modeling, Field Experiments, Machine Learning

## WORKING PAPERS

- **“Exploitation and Exploration: Improving Search Precision on E-commerce Platforms”**  
Wei Zhou, Mingfeng Lin, Mo Xiao, and Zidong Wang. (Job Market Paper)
- **“Competing for Search Traffic in Query Markets: Entry Strategy, Platform Design, and Entrepreneurship”**  
Wei Zhou and Zidong Wang. (NET Institute Working Paper No. 20-12)
- **“Herding in the U.S. Spectrum Auctions”**  
Tanjim Hossain, Mo Xiao, Zhe Yuan, and Wei Zhou
- **“Asymmetric Competition Effect: A Study of Movie Theaters in China”**  
Wei Zhou

## PRE-DOCTORAL PUBLICATION

- **“Optimal Policy Design for Photovoltaic Power Industry with Positive Externality in China”**  
Tian Wu, Wei Zhou, Xiaoyu Yan, and Xunmin Ou. *Resources, Conservation and Recycling*, 2016, 115(216): 22-30

## WORKING IN PROGRESS

- **“Small Enough to Jail? A Structural Analysis of Arbitration in Online Labor Markets”**  
Mingfeng Lin and Wei Zhou
- **“Too Much of a Good Thing? Reputation Management in Online Labor Markets”**  
Mingfeng Lin and Wei Zhou
- **“Internet of Things, Social Media, and Productivity Growth: Evidence from a Field Experiment”**  
Yiyang Bian, Mingfeng Lin, Leon Zhao, and Wei Zhou
- **“Did Going Public Impair the Credit Ratings of the Online Crowdfunding Platform?”**  
Mingfeng Lin, Alex Zhou, and Wei Zhou

## CONFERENCES AND WORKSHOP PRESENTATIONS

- **“Beyond the Search Bar: The Value of Search Quality on E-commerce Platforms”**, International Conference on Information Systems, (ICIS 2020), Virtual (scheduled)
- **“Exploitation and Exploration: The Value of Improving Search Precision on E-commerce Platforms”**, Conference on Information Systems and Technology, (CIST 2020), Virtual (scheduled)
- **“Exploitation and Exploration: The Value of Improving Search Precision on E-commerce Platforms”**, Conference on Digital Experimentation, (CODE 2020), Virtual (scheduled)
- **“Beyond the Search Bar: The Value of Improving Search Quality on E-commerce Platforms”**, INFORMS Annual Meeting (INFORMS 2020), Virtual (scheduled)
- **“Beyond the Search Bar: The Value of Improving Search Quality on E-commerce Platforms”**, Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2020), Virtual
- **“Beyond the Search Bar: The Value of Improving Search Quality on E-commerce Platforms”**, ISMS Marketing Science Conference (ISMS 2020), Virtual

- “**Asymmetric Competition Effect: A Study of Movie Theaters in China**”, China Meeting of Econometric Society (**CMES 2019**), Guangzhou, China
- “**Too Much of a Good Thing? Reputation Management in Online Labor Markets**”, INFORMS Annual Meeting (**INFORMS 2018**), Phoenix, AZ

## TEACHING

- UA Eller College of Management, Instructor of Record
  - **Microeconomic Analysis for Business Decisions**, Summer 2018
  - **Global and Financial Economics and Strategies (Online)**, Winter 2018, Summer 2019, Winter 2019, Summer 2020
- UA Eller College of Management , Online Course Co-developer
  - **Basic Economic Issues (Online)**, Fall 2019/ Spring 2020
- UA Eller College of Management, Teaching Assistant
  - **Data Analytics and Modeling**, Fall 2016, Spring 2017

## BUSINESS ANALYTICS/DATA SCIENCE SKILLS

- Data Infrastructure: Hadoop, Spark
- Analytics: SQL, Tableau, Google Analytics
- Statistic Software: R, SAS, Stata
- Programming & Scientific Computing: Python/C++/Matlab

## GRANTS, AWARDS AND SERVICES

- NET Institute Summer Research Grant, 2020
- Fellow, OCIS Doctoral Consortium at Academy of Management, 2020
- Graduate & Professional Student Council Travel Grant, University of Arizona, 2020
- Economics Department Travel Grant, University of Arizona ,2018,2019
- Steve Manos Prize (Best Second-Year Paper), University of Arizona, 2018
- Meritorious Winner, Mathematical Contest in Modeling, U.S., 2013
- Served as anonymous referee for
  - International Conference on Information Systems
  - UA Graduate & Professional Student Council Research/Travel Grant

## INDUSTRY COLLABORATION

### Alibaba Group, Hangzhou, China

- Economist (Mechanism Design and Platform Growth Team) January 2019-Present

## REFERENCES

**Mo Xiao**, Ph.D. (Dissertation Chair and Co-author)

Associate Professor of Economics

Eller College of Management

University of Arizona

[mxiao@eller.arizona.edu](mailto:mxiao@eller.arizona.edu)

**Mingfeng Lin**, Ph.D. (Dissertation Committee Member and Co-author)

Associate Professor of Information Technology Management

Scheller College of Business

Georgia Institute of Technology

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**Ashley Langer**, Ph.D. (Dissertation Committee Member)

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