

YIRAN ZHENG

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EDUCATION

Ph.D. in Economics , Texas Tech University	Expected August 2025
M.S. in Tourism Administration , George Washington University	May 2020
B.S. in Economics , University of Liverpool	July 2018
B.S. in Economics , Xi'an Jiaotong Liverpool University	July 2016

RESEARCH INTERESTS

Industrial Organization, Applied Microeconomics

WORKING PAPERS

Advertising Learning and Consumer Decision-Making in the Experience Good Market *Job Market Paper*

Abstract: The study explores the impact of brand-level information contained in media advertising on consumer decision-making when purchasing non-durable experience goods. Utilizing a random coefficient discrete-choice model on the ready-to-eat cereal industry, I consider the effects of advertising on consumer choices on nationwide media. Building on previous studies, I propose a new group of instrumental variables for addressing endogeneity and incorporating demographic household information on the consumers who purchased. I discuss strategic marketing implications for business, arguing that to improve brand awareness of experience goods, firms need to spread advertisements through multiple channels. Carbohydrate-related features, in particular, need to be carefully advertised to children-orientated ready-to-eat cereal products. In addition, advertised brands have higher loyalty, and consumers are less sensitive to their prices.

The Housing Market in the Sharing Economics

Abstract: The study explores the impact of the sharing economy Airbnb on housing prices across the country, proposing policy implications. The growth of the sharing economy has been attracting attention for years. Much literature has contributed to Airbnb's impacts on the hospitality industry, yet it is less focused on the housing industry. Using a reduced-form difference-in-different model to find how new Airbnb hosts entering a neighborhood will affect local housing prices in 30 cities in the U.S. I argue that in the short term increased presence of Airbnb will reduce the housing prices, while in the long term it will increase the housing prices.

PAPERS IN PROGRESS

“Advertising and Price Discrimination”

“Inflationary Impacts on Non Durable Good Consumption” *with Ashley Escudero*

CONFERENCE PRESENTATIONS

- Missouri Valley Economics Association Annual Conference (Scheduled, October 2024)
- Southern Economic Association Annual Meeting (Scheduled, November 2024)
- ASSA 2025 Annual Meeting (Scheduled, January 2025)

TEACHING EXPERIENCE

Instructor of Record (Full Responsibility)

Texas Tech University

Lubbock, TX

- Principles of Economics: Fall 2023, Spring 2024, Summer 2024, Fall 2024.

Teaching Assistant

Texas Tech University

Lubbock, TX

- Undergraduate Principles of Microeconomics: Fall 2020.
- Undergraduate Principles of Economics: Spring 2021.
- Managerial Economics: Fall 2021, Fall 2022.
- Monetary Theory: Spring 2022.
- Game Theory: Spring 2023.

CERTIFICATION

Graduate Certificate in Digital Marketing and Communication, George Washington University May 2020

[Google Data Analytics](#)

September 2024

HONORS AND SCHOLARSHIPS

- [Dr. Rashid B. Al-Hmoud Scholarship in Economics 2024](#)
- Teaching Assistantship 2020-Present

SKILLS

Programming

R, Stata, \LaTeX , SPSS, EViews, SQL, Tableau

Languages

English (fluent), Mandarin Chinese (native)

REFERENCES

Professor Michael Noel (Dissertation Chair)

Texas Tech University

Professor of Economics

michael.noel@ttu.edu

Professor Kaj Gittings

Texas Tech University

Associate Professor of Economics

kaj.gittings@ttu.edu

Professor Sie Won Kim

Texas Tech University

Assistant Professor of Economics

siewon.kim@ttu.edu