

# Gia Zheng (Yiran)

[yiranzheng25@gmail.com](mailto:yiranzheng25@gmail.com) • (202) 655-0360 • [yiran-zheng.github.io/](https://yiran-zheng.github.io/)

## EDUCATION

<b>Texas Tech University</b> , Ph.D. in Economics, GPA: 3.7 Dissertation Field: Industrial Organization, Applied Microeconomics <ul style="list-style-type: none"><li>Dr. Rashid B. Al-Hmoud Scholarship in Economics 2024</li><li>SEA Graduate Student Award 2024</li></ul>	Lubbock, TX	August 2025
<b>George Washington University</b> , M.S. in Tourism Administration	Washington, DC	May 2020
<b>University of Liverpool</b> , B.S. in Economics	Liverpool, UK	July 2018

## PROJECTS/RESEARCH

<b>PH.D. RESEARCHER</b> , Texas Tech University	August 2020 – Present
<b><i>Data-Driven Insights on Consumer Choices: Product &amp; Ad Influence</i></b> <ul style="list-style-type: none"><li>Developed a consumer choice model using data from NielsenIQ and Nielsen Ad Intel to analyze how brand characteristics and advertising features influence purchasing decisions across diverse consumer demographics.</li><li>Applied Stata and R to analyze 5 million data points, uncovering data-driven insights that precisely enhanced strategic business decisions to target consumer groups.</li><li>Analyzed consumer behavior trends, showing that advertised brands enhance loyalty and reduce price sensitivity.</li><li>Investigated a 1% price increase leads to a 7.4% market share decline for non-advertised brands, while advertised brands experience only a 2.7% drop, underscoring the protective effect of advertising.</li><li>Presented research work at the ASSA 2025 poster session, demonstrating the model construction, results, and business implications to an audience of researchers and industry professionals.</li></ul> <b><i>Evaluating the Effects of Rent Stabilization on Housing Market Dynamics</i></b> <ul style="list-style-type: none"><li>Examined the causal impact of rent stabilization policies on the housing market in Twin-Cities using a quasi-experimental design, isolating policy effects from external market fluctuations.</li><li>Developed a two-way fixed effects difference-in-differences model to assess policy effects across differentiated home types within 102 neighborhoods.</li><li>Evaluated the policy's impact, suggesting that it depresses smaller home values more significantly, distorts property market valuations, exacerbates poverty gaps, and increases market segregation.</li></ul>	
<b>MASTER RESEARCHER</b> , George Washington University	July 2019 - May 2020
<b><i>Mobile Social Media Influence on Consumer Purchase Intent in Chinese Hospitality</i></b> <ul style="list-style-type: none"><li>Conducted interviews with business managers to research real-world challenges in the hospitality industry.</li><li>Developed a structural equation model (SEM) to analyze how mobile social media influences consumer attitudes and hotel bookings in China.</li><li>Designed and conducted a survey with 300+ respondents, examining key factors like perceived informativeness, eWOM, and customer engagement.</li><li>Emphasized that mobile-based eWOM significantly boosts purchase intent, emphasizing the impact of brand interaction on social platforms.</li></ul>	

## WORK EXPERIENCE

<b>Texas Tech University</b> Instructor of Record	Lubbock, TX August 2023 – Present
<ul style="list-style-type: none"><li>Taught Principles of Economics for 5 semesters to classes ranging from 12 to 106 students.</li><li>Supervised teaching assistants, ensuring effective course delivery and student support.</li></ul>	

## SKILLS & TECHNIQUES

- R, Stata, LaTeX, MS Office, MySQL, Tableau, SPSS, EViews
- Random Coefficient Discrete-Choice Models, Structural Equation Modeling, Quasi-Experimental Designs, Panel Data Regression, Logit & Probit Regression