

YIRAN ZHENG

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EDUCATION

Texas Tech University

Ph.D. in Economics

Expected August 2025

Lubbock, Texas

- Dissertation: Essays on Industrial Organization

George Washington University

M.S. in Tourism Administration

May 2020

Washington, DC

- Dissertation: The Influence of Mobile Social Media on Customer Purchase Intention in Chinese Hospitality

University of Liverpool - Xi'an Jiaotong Liverpool University

B.S. in Economics

July 2018

Liverpool, UK - Suzhou, China

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 Impact of Rent Stabilization Policy: An Empirical Study of Twin Cities

Abstract: The study explores the impact of the rent stabilization law on the housing market using quasi-experimental methodology. Saint Paul imposed a rent stabilization policy in May 2022 regulating annual rental fee increases of no more than 3%. Minneapolis voters approved regulating rent in 2021, but the ordinance has not been in the legislative process. Therefore, by conducting an event study model, the study explores the prospective impact of rental regulation on housing supply, stability, and quality.

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. A reduced-form model is used to find how new Airbnb hosts entering a neighborhood will affect local housing prices. I argue that in the short run, the increased presence of Airbnb will raise housing prices and rentals; however, in the long run, it is the opposite.

PAPERS IN PROGRESS

"Inflationary Impacts on Non Durable Good Consumption" with Ashley Escudero

"Advertising and Price Discrimination"

TEACHING EXPERIENCE

Texas Tech University

Instructor of Record

May 2023 – Present

- Principles of Economics: Fall 2023, Spring 2024, Summer 2024, Fall 2024, Spring 2025.

Texas Tech University

Teaching Assistant

August 2020 – May 2023

- 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.

RESEARCH EXPERIENCE

- Ph.D. Researcher, Texas Tech UniversityMay 2020 – Present
- Developed structural models using Stata and R on large-scale datasets to test consumer decision making and provide strategic business implications.
 - Investigated the impact of rental stabilization policy using quasi-experimental methods on the housing market.
 - Presented work at regional and national scientific conferences.
- Master Researcher, George Washington UniversityJuly 2019 - May 2020
- Interviewed business managers to conduct research projects and address real-world business challenges in the hospitality industry.
 - Developed hypotheses and designed research methodologies tailored to industry-specific problems.
 - Utilized advanced analytical tools and statistical techniques, including SPSS and R, to process and analyze data efficiently.

SELECTED INVOLVEMENT

- Southern Economic Association Annual MeetingNovember 2024
- Panel Discussant
- Selected as a panel discussant, contributing professional insights on the economic measurement of marketing capital and engaging with experts in the field.

CONFERENCE PRESENTATIONS

- Missouri Valley Economics Association Annual ConferenceOctober 2024
- Southern Economic Association Annual MeetingNovember 2024
- ASSA 2025 Annual MeetingJanuary 2025
- Midwest Economics Association Annual MeetingScheduled, March 2025

HONORS AND SCHOLARSHIPS

- Dr. Rashid B. Al-Hmoud Scholarship in Economics 2024
- Teaching Assistantship 2020-Present

SKILLS

Tech Stack	R, Stata, \LaTeX , Microsoft Office, MySQL, Tableau, SPSS, EViews
Certification	Google Data Analytics Professional Certificate
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

Mr. James Kemper
Texas Tech University
Lecturer/GPTI Coordinator
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