

# YIRAN ZHENG

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## EDUCATION

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**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

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Industrial Organization, Applied Microeconomics

## WORKING PAPERS

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

*JMP*

*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 difference-in-difference model. Saint Paul, MN 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 a quasi-experimental methodology, the study explores the prospective impact of rental regulation on housing supply, stability, and quality.

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

*Abstract:* Inflationary shocks directly impact the decisions made by individual consumers regarding everyday purchasing decisions of nondurable goods that are repurchased on a regular basis. Using data from NielsenIQ this paper examines these purchasing decisions in response to the high inflation experienced in 2022 following the COVID-19 pandemic. By examining how individuals adjust their behavior in response to these increased price levels firms and policymakers can more efficiently address inflation concerns and purchasing patterns.

## PAPERS IN PROGRESS

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"Advertising and Price Discrimination"

"The Housing Market in the Sharing Economics"

## TEACHING EXPERIENCE

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**Texas Tech University**

*Instructor of Record*

**August 2023 – Present**

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

#### Responsibilities:

- Taught classes ranging in size from 12 to 106 students.
- Prepare and present engaging lectures that effectively deliver course content.
- Design exams, quizzes, and homework assignments that evaluate student understanding.
- Complete course-related administrative tasks, including maintaining attendance and grade records, submitting grades by required deadlines, and adhering to institutional policies.
- Directed teaching assistants, providing guidance and support to ensure effective delivery of course materials and a seamless learning experience for students.

#### **Texas Tech University**

**August 2020 – May 2023**

#### *Teaching Assistant*

- 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.

#### Responsibilities:

- Graded assignments, exams, and quizzes to assess and provide feedback to students.
- Set up regular tutoring sessions and office hours to support students outside the class.
- Organized and administered examinations, including preparation, proctoring, and maintaining academic integrity.

## **RESEARCH EXPERIENCE**

#### **Ph.D. Researcher, Texas Tech University**

**May 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 University**

**July 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 Meeting**

**November 2024**

#### *Panel Discussant*

*Washington, DC*

- Selected as a panel discussant, contributing professional insights on the economic measurement of the marketing capital study from the Bureau of Labor Statistics, and engaging with experts in the field.

## CONFERENCE PRESENTATIONS

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|---|-----------------------|
| • Missouri Valley Economics Association Annual Conference | October 2024          |
| • Southern Economic Association Annual Meeting            | November 2024         |
| • ASSA 2025 Annual Meeting                                | January 2025          |
| • Midwest Economics Association Annual Meeting            | Scheduled, March 2025 |

## HONORS AND SCHOLARSHIPS

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- Teaching Assistantship 2020-Present, *Texas Tech University*
- Dr. Rashid B. Al-Hmoud Scholarship in Economics 2024, *Texas Tech University*

## SKILLS

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<b>Tech Stack</b>	R, Stata, <del>TeX</del> LaTeX, Microsoft Office, MySQL, Tableau, SPSS, EViews
<b>Certification</b>	Google Data Analytics Professional Certificate
<b>Languages</b>	English (fluent in reading, writing, and speaking) Mandarin Chinese (native)

## REFERENCES

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**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

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**Professor Sie Won Kim**

*Texas Tech University*

Assistant Professor of Economics

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**Mr. James Kemper**

*Texas Tech University*

Lecturer/GPTI Coordinator, Supervisor of TAs

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