

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

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

"Advertising and Price Discrimination"

"The Housing Market in the Sharing Economics"

TEACHING EXPERIENCE

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

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

SKILLS

Tech Stack	R, Stata, TeX LaTeX, Microsoft Office, MySQL, Tableau, SPSS, EViews
Certification	Google Data Analytics Professional Certificate
Languages	English (fluent in reading, writing, and speaking) 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

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Mr. James Kemper

Texas Tech University

Lecturer/GPTI Coordinator, Supervisor of TAs

james.kemper@ttu.edu