

Yang Zhu

E-mail: yaangzhu@gmail.com | Phone: (+86) 18002358593

PROFILE

Research-focused M.Sc. candidate in Marketing Management with a strong methodological foundation in behavioral science and experimental methods. I possess robust expertise in designing causal inference experiments and managing large-scale datasets to analyze human decision-making. My research interests lie at the intersection of behavioral economics and marketing, specifically involving game-theoretic approaches. I am particularly motivated to investigate how behavioral interventions can be designed to modulate cognitive processes and promote prosocial outcomes.

EDUCATION

Southwestern University of Finance and Economics, Chengdu, China 09/2023 – Expected 06/2026
Master of Marketing Management

- Average Score: 85.4/100
- Key Quantitative Coursework: Marketing Modeling and Big Data Analysis (89/100), Intermediate Microeconomics (86/100), Marketing Research and Data Analysis (90/100), Digital Intelligence Marketing (90/100), Experimental Methods for Behavioral Research (89/100).

Hainan University, Haikou, China 09/2019 – 06/2023
Bachelor's Degree in Agricultural and Forestry Economics and Management

- Core Foundational Coursework: Game Theory (Grade: 88/100), Econometrics (Grade: 82/100), Big Data Analysis (Grade: 83/100), Microeconomics & Macroeconomics

RESEARCH INTERESTS

Judgment and Decision-Making, Choice under Uncertainty, Social Networks, Reciprocity & Cooperation.

RESEARCH EXPERIENCE

Investigating the Impact of AI Usage Attribution on Coworker Cooperation 07/2025 – Present
Co-First Author, Supervisor: Prof. Tang

- Investigated how observers decode the ambiguous signal of AI usage through the lens of Attribution Theory , identifying two typical paths: slack vs. conformity attribution.
- Independently designed and executed 4 progressive experiments involving critical incident recall and scenario-based manipulations to establish causal relationships between signals and willingness to cooperate.
- Applied mediation and moderation analysis to reveal that moral perception mediates the effect , while beliefs in AI free will serve as a boundary condition.

The Impact of Corporate Nationalism on Innovation Strategy 03/2025 – Present
Co-First Author

- Constructed a comprehensive panel dataset by matching patent data (from CNRDS/CSMAR) with financial metrics of listed companies.
- Utilized Negative Binomial Regression models using Stata to identify the causal effect of nationalism on patent activities.
- Manuscript in preparation.

Government Competitive Alertness and Green Industrial Clusters 03/2024 – Present
First Author

- Funded by the National Natural Science Foundation of China.
- Investigated the institutional drivers of industrial clustering and the propagation of competitive pressure among local governments, focusing on the formation of Investment-Friendly Environments (IFE).

- Conducted a qualitative study using Constructivist Grounded Theory to explore the "Condition-Action-Result" mechanism in institutional environments.
- Performed multi-case analysis (target case + shadow cases) and thematic coding using Nvivo to construct a theoretical framework for Investment-Friendly Environments.

Structural Analysis of the Correlation between Agriculture and Agricultural Service Industry 10/2022 – 06/2023

Undergraduate Thesis

- Applied the Input-Output (I-O) Model to analyze the inter-industry correlation between agriculture and the service sector, utilizing the 1987-2017 Input-Output Tables of Chongqing.
- Calculated and analyzed the Direct Consumption Coefficients and Intermediate Input Rates to quantify the dependence of agricultural production on various service sub-sectors.

Field Research on "Points System" Governance in Rural China 06/2023

Interviewer

- Participated in in-depth, semi-structured interviews with rural residents (30 mins/person); collected primary data on how the Points System affects villagers' cooperative behavior.

AWARDS & SCHOLARSHIPS

- Second Prize, National College Students Market Research and Analysis Competition (Provincial Level) 2022
- Third Prize, Academic Scholarship, Southwestern University of Finance and Economics 2023, 2024, 2025
- Outstanding Volunteer Award, Journal of Marketing Science (JMS) Annual Conference 2025

LANGUAGES & SKILLS

- Languages:** Mandarin Chinese (Native), English.
- Statistical Software:** Stata, Matlab(basic), SPSS, Origin, Python.
- Research Tools:** LaTeX, Nvivo, G*Power.
- Research Skills:** Structural Modeling (Self-Study/Interest), Causal Inference, Experimental Design, Survey Methodology, Data Analysis, Data Visualization.