

# Yang Zhu

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## 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

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- 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

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- **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.