

# Zirou Chen

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## Education

- 2020-Now Ph.D. Candidate in Marketing, University of Toronto  
– Committee: Nitin Mehta (Chair), Matthew Osborne, Mengze Shi, Zachary Zhong
- 2015-2018 M.A. in Economics, University of Rochester
- 2011-2015 B.A. in Economics & B.S. in Mathematics, Wuhan University

## Interests

Substantive: Digital Technology, Digital Platform, Media Consumption, Artificial Intelligence  
Methodological: Structural Modeling, Causal Inference, Game Theory

## Working Papers

1. Gamification in Digital Consumption: Evidence from TikTok ([Job Market Paper](#))  
with Nitin Mehta and Matthew Osborne
2. Predictive Accuracy, Consumer Search, and Personalized Recommendation  
with Mengze Shi and Zachary Zhong
3. Product Relevance, Consumer Search, and Competition  
with Bing Jing and Mengze Shi
4. Preference for Diversity  
with Ying Zeng, Jiajia Liu, and Jingyi Lu
5. Comparing Human-Only, AI-Assisted, and AI-Led Teams on Assessing Research Reproducibility in Quantitative Social Science, social science crowd-analysis with many coauthors

## Presentations

1. 2025/06 Summer Institute in Competitive Strategy, University of California, Berkeley
2. 2024/03 TD MDAL Grant Research Roundtable
3. 2023/12 Conference on AI, ML, and Business Analytics, Temple University
4. 2023/06 INFORMS Marketing Science Conference, University of Miami
5. 2023/05 Empirical & Theoretical Symposium for Canadian Marketing Strategy, Queen's University
6. 2023/04 Marketing Brownbag, University of Toronto
7. 2022/04 Applied Theory Reading Group, University of Toronto
8. 2022/03 Marketing Brownbag, University of Toronto
9. 2021/09 Marketing Workshop, University of Toronto

10. 2021/06    INFORMS Marketing Science Virtual Conference, University of Rochester
11. 2019/07    International Conference on Game Theory, Stony Brook University

## Fellowships and Awards

1. 2025            ISMS Doctoral Consortium Fellow, Washington DC
2. 2024            Management Analytics Research Cluster Fund (\$7000), University of Toronto
3. 2023            TD MDAL Research Grant (\$4000), University of Toronto
4. 2023            ISMS Doctoral Consortium Fellow, Miami
5. 2022-2023    BEAR/BI-Org Ph.D. Research Grant (\$5000), University of Toronto
6. 2021-2022    BEAR/BI-Org Ph.D. Research Grant (\$2000), University of Toronto
7. 2020-2025    Rotman School of Management Fellowship, University of Toronto
8. 2018-2020    Wallis Institute Fellowship (\$25000), University of Rochester
9. 2015-2018    Graduate Fellowship, University of Rochester
10. 2011-2015   First Prize Undergraduate Scholarship (×4), Wuhan University

## Research Experience

1. Research Assistant for Prof. Avi Goldfarb, University of Toronto, Fall 2021 - Spring 2022
2. Research Assistant for Prof. Mengze Shi, University of Toronto, Spring 2020 - Fall 2021
3. Research Assistant for Prof. Jeanine Miklós-Thal, University of Rochester, Spring 2019 - Spring 2020
4. Research Fellow, W. Allen Wallis Institute, University of Rochester, Fall 2018 - Spring 2020
5. Visiting Student, School of Management, Yale University, Summer 2019

## Teaching Assistance

1. Introduction to Big Data Analysis (Master), University of Toronto, Fall 2022, Fall 2023
2. Prices and Markets (Master), University of Toronto, Fall 2022, Fall 2023
3. Principles of Marketing (Undergraduate), University of Toronto, Fall 2021
4. Quantitative Reasoning for Management (MBA), University of Toronto, Fall 2021
5. Pricing (MBA), University of Toronto, Summer 2021
6. Economics & Marketing Strategy (MBA), University of Rochester, Spring 2019
7. Marketing & Statistics (Undergraduate), University of Rochester, Spring 2019
8. Advanced Game Theory (PhD), University of Rochester, Spring 2018
9. Intermediate Microeconomics (Undergraduate), University of Rochester, Fall 2017

## Miscellaneous

Languages: Chinese (native), English (fluent)

Computer Skills: Julia, R, Python, Stata, MATLAB,  $\LaTeX$

## References

### **Nitin Mehta (Chair)**

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### **Matthew Osborne**

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### **Mengze Shi**

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### **Zachary Zhong**

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