

## ZIROU CHEN

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Rotman School of Management  
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### EDUCATION

2020-Present Ph.D. student in Marketing, University of Toronto  
2019 M.A. in Economics, University of Rochester  
2015 B.A. in Economics, B.S. in Mathematics, Wuhan University

### INTERESTS

The impact of digital technology, digital platform, media consumption

### WORK IN PROGRESS

Predictive Accuracy, Search Intensity, and Product Recommendation (with Mengze Shi)  
Intermediation and Reputation (with Yu Awaya and Makoto Watanabe)

### PRESENTATIONS

University of Toronto Marketing Workshop, September 2021  
INFORMS Marketing Science Virtual Conference, June 2021  
International Conference on Game Theory at Stony Brook, July 2019

### HONORS, FELLOWSHIPS, AWARDS, AND GRANTS

2021 BEAR/BI-Org Ph.D. Research Award, University of Toronto (Faculty Supervisor: Mengze Shi)  
2020-2025 Rotman school of Management Fellowship, University of Toronto  
2015-2018 Graduate Fellowship, University of Rochester  
2018-2019 W. Allen Wallis Institute Fellowship (researcher in residence), University of Rochester  
2016-2017 Summer Research Grant, University of Rochester  
2011-2015 First Prize Undergraduate Scholarship, Wuhan University

## TEACHING EXPERIENCE

Fall 2021 Principles of Marketing(Undergraduate), Teaching assistance, University of Toronto  
Fall 2021 Quantitative Reasoning for Management(MBA), Teaching assistance, University of Toronto  
Summer 2021 Pricing(MBA), Teaching assistance, University of Toronto  
Spring 2019 Economics & Marketing Strategy (MBA), Teaching Assistance, University of Rochester  
Spring 2019 Marketing & Statistics (Undergraduate), Teaching Assistance, University of Rochester  
Spring 2018 Advanced Game Theory (PhD), Teaching Assistance, University of Rochester  
Fall 2017 Intermediate Microeconomics (Undergraduate), Teaching Assistance, University of Rochester

## OTHERS

Languages: English (fluent), Chinese (native)

Computer Skills: R, MATLAB, Mathematica, Python,  $\LaTeX$