

ZIROU CHEN

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Citizenship: China

Education

2020-Present Ph.D. Candidate in Marketing, University of Toronto
– Committee: Nitin Mehta, Mengze Shi, Matthew Osborne
2018 M.A. in Economics, University of Rochester
2015 B.A. in Economics, B.S. in Mathematics, Wuhan University

Research Interests

Substantive: Digital Technology, Digital Platform, Media Consumption
Methodological: Casual Inference, Game Theory, Machine Learning

Working Papers

Predictive Accuracy, Search Intensity, and Personalized Advertising (with Mengze Shi)

Work in Progress

Intermediation and Reputation (with Yu Awaya, Makoto Watanabe and Kohei Iwasaki)

Presentations

Applied Theory Reading Group, University of Toronto, April 2022
Marketing Brownbag, University of Toronto, March 2022
Marketing Workshop, University of Toronto, September 2021
INFORMS Marketing Science Virtual Conference, June 2021
International Conference on Game Theory at Stony Brook, July 2019

Honors, Fellowships, Awards, and Grants

ISMS Doctoral Consortium Fellow, 2022
BEAR/BI-Org Ph.D. Research Grant (\$5000), University of Toronto, 2022-2023
BEAR/BI-Org Ph.D. Research Grant (\$2000), University of Toronto, 2021-2022
Rotman school of Management Fellowship, University of Toronto, 2020-2025
Graduate Fellowship, University of Rochester, 2015-2018

W. Allen Wallis Institute Fellowship (researcher in residence), University of Rochester, 2019-2020

Summer Research Grant (\$2000), University of Rochester, 2016-2017

First Prize Undergraduate Scholarship, Wuhan University, 2011-2015

Conference Participation

NBER Economics of Artificial Intelligence (AI) Conference, September 2022

INFORMS Marketing Science Conference, June 2022

NBER Economics of Artificial Intelligence (AI) Conference, September 2021

Teaching Experience

Principles of Marketing(Undergraduate), Teaching Assistance, University of Toronto, Fall 2021

Quantitative Reasoning for Management(MBA), Teaching Assistance, University of Toronto, Fall 2021

Pricing(MBA), Teaching Assistance, University of Toronto, Summer 2021

Economics & Marketing Strategy (MBA), Teaching Assistance, University of Rochester, Spring 2019

Marketing & Statistics (Undergraduate), Teaching Assistance, University of Rochester, Spring 2019

Advanced Game Theory (PhD), Teaching Assistance, University of Rochester, Spring 2018

Intermediate Microeconomics (Undergraduate), Teaching Assistance, University of Rochester, Fall 2017

Others

Languages: English (fluent), Chinese (native)

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