

## 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, 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, 2018-2019  
Summer Research Grant (\$2000), University of Rochester, 2016-2017  
First Prize Undergraduate Scholarship, Wuhan University, 2011-2015

## 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,  $\LaTeX$