

ZIROU CHEN

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EDUCATION

2020-Present Ph.D. student in Marketing, University of Toronto
2015-2018 M.A. in Economics, University of Rochester
2011-2015 B.A. in Economics, B.S. in Mathematics, Wuhan University

INTERESTS

Substantive: Digital Marketing, Technological Change and Artificial Intelligence
Methodology: Causal Inference, Game theory

WORKING PAPERS

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

PRESENTATIONS

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

HONORS, FELLOWSHIPS, AWARDS, AND GRANTS

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

Spring 2019 Economics & Marketing Strategy (MSBA), 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