

# Weiqing Zhang

Department of Marketing  
The Leonard N. Stern School of Business  
New York University

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## EDUCATION

- Ph.D. Marketing, New York University, 2024 (Expected)
- M.S. Business Administration, Washington University in St. Louis, 2019
- B.A. Mathematics and Economics, *summa cum laude*, DePauw University, 2014

## RESEARCH AREAS

Substantive: Media Content and Consumption, Digital Platforms and Small Businesses' Welfare, Product Returns  
Methodological: Structural Models, Causal Inference, Natural Language Processing, Field Experiments, Empirical IO, Machine Learning

## PUBLICATIONS

- 1. Xiang Hui, Zekun Liu, and Weiqing Zhang. "From High Bar to Uneven Bars: The Impact of Information Granularity in Quality Certification." *Management Science*, Vol. 69, No. 10, October 2023, pp. 6109-6127.

## WORKING PAPERS

- 1. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. "Doubling Revenues by Adopting Livestream Shopping: A Synthetic DiD Approach." **Major Revision** at *Marketing Science*.
- 2. Siham El Kihal, Tülin Erdem, Christian Schulze, and Weiqing Zhang. "Customer Return Rate Evolution." **Major Revision** at *International Journal of Research in Marketing*.
- 3. Zekun Liu, Weiqing Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong "Success and Survival in Livestream Shopping." **Major Revision** at *International Journal of Research in Marketing*.
- 4. Weiqing Zhang, and Masakazu Ishihara. "The Value of Content Inclusiveness: Evidence from A Social Media Platform."

## SELECTED WORK IN PROGRESS

- 1. Masakazu Ishihara, and Weiqing Zhang. "Estimating the Trends of Product Categories: Evidence from the U.S. Motion Picture Industry."

2. Weiqing Zhang, Siham El Kihal, Tülin Erdem, and Christian Schulze. “Product Returns and Umbrella Branding.”

### **CONFERENCE PRESENTATIONS (\*= CO-AUTHOR PRESENTED)**

- 2023 ISMS Marketing Science Conference, Miami, FL
- 2023 Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX
- 2022 Workshop on Information System and Economics, Copenhagen, Denmark
- 2022 Conferences on Digital Experimentation, Boston, MA
- 2022 ISMS Marketing Science Conference, Virtual
- 2022 Theory + Practice in Marketing, Atlanta, GA\*
- 2021 Virtual Quant Marketing Seminar, Virtual\*
- 2020 Workshop on Information System and Economics, Virtual\*
- 2020 Conferences on Digital Experimentation, Virtual\*

### **INVITED TALKS**

- 2023 Jones Graduate School of Business, Rice University
- 2023 Isenberg School of Management, University of Massachusetts Amherst
- 2023 Fisher College of Business, The Ohio State University
- 2023 Naveen Jindal School of Management, The University of Texas at Dallas
- 2023 Tuck School of Business, Dartmouth College
- 2023 Weatherhead School of Management, Case Western Reserve University
- 2023 Carroll School of Management, Boston College
- 2023 College of Business, City University of Hong Kong
- 2023 CUHK Business School, The Chinese University of Hong Kong
- 2023 HKU Business School, The University of Hong Kong
- 2023 Nanyang Business School, Nanyang Technological University

### **GRANTS AND AWARDS**

#### **Awards and Honors**

- 2023 Doctoral Fellowships, Fubon Center for Technology, Business and Innovation, New York University
- 2022 Robert Shoemaker Award, Stern School of Business, New York University

- 2021 ISMS Marketing Science Doctoral Consortium Fellows
- 2019-24 Doctoral Fellowships, Stern School of Business, New York University
- 2015-19 Doctoral Fellowships, Olin School of Business, Washington University in St. Louis
- 2014 Nominee of the Ferid Murad Medal, DePauw University
- 2013 J. William Asher and Dorothy A. Asher Award, DePauw University
- 2012-13 Science Research Fellows, DePauw University
- 2011-14 Excellent Award for Excellence, DePauw University

### **Grants**

- 2022 PhD Research Grant, Center for Global Economy and Business, Stern School of Business, New York University
- 2021 Henry Assael Marketing Research Grant, Marketing Department, Stern School of Business, New York University
- 2021 PhD Urgent Research Grant, Center for Global Economy and Business, Stern School of Business, New York University

## **TEACHING EXPERIENCE**

### **Instructor**

2021 SU **Intro to Marketing**, Stern School of Business, New York University

- \* Undergraduate Core
- \* Class size: 37
- \* Evaluation Mean: 4.8/5; Evaluation Median: 5/5.

2018 SU **Basics of Stata Programming**, Olin School of Business, Washington University in St. Louis

- \* MS in Business Analytics
- \* Class size: 83
- \* Evaluation Mean: 9.52/10; Evaluation Median: 10/10.
- \* Course Designer

### **Teaching Fellow/Assistant**

2024 SP **Data Driven Decision Making** (Undergraduate), Stern School of Business, New York University

2023 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University

2022 FA **Intro to Marketing** (MBA), Stern School of Business, New York University

2022 SP **Data Driven Decision Making** (MBA), Stern School of Business, New York University

2019 SP **Causal Inference** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2018 SP **Stochastic Models for Production and Service System** (PhD), Olin School of Business, Washington University in St. Louis

2018 SP **Supply Chain Risk Management** (Specialized Masters), Olin School of Business, Washington University in St. Louis

2017 SU **Managing Operations** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SU **Innovation & Entrepreneurship** (EMBA), Olin School of Business, Washington University in St. Louis

2017 SP **Quantitative Decision Making** (PMBA and MBA), Olin School of Business, Washington University in St. Louis

## **PROFESSIONAL SERVICE**

### **Ad-hoc Reviewer:**

Marketing Letters

## **MEMBERSHIPS**

INFORMS

INFORMS Society for Marketing Science

American Marketing Association

American Statistical Association

## **INDUSTRY CONSULTING**

2018 Express Script, St. Louis, MO

2017 Belden, St. Louis, MO

2017 West Pharmaceutical, Philadelphia, PA

2016 Anheuser-Busch InBev, St. Louis, MO

## **SKILLS**

Languages English (fluent), Mandarin Chinese (native)

Programming R, C, Python, Stata, Mathematica, L<sup>A</sup>T<sub>E</sub>X

Updated January 2024