

Si Zuo

Antai College of Economics and Management
Shanghai Jiao Tong University

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Employment

Antai College of Economics and Management, Shanghai Jiao Tong University, Shanghai, China
Assistant Professor of Marketing, August 2025 - Present

Education

Cornell University, Ithaca, NY
PhD in Economics, SC Johnson Graduate School of Management & Economics Department,
September 2019 - May 2025
Hong Kong University of Science and Technology, Hong Kong
Master of Science, Economics, September 2018 - June 2019
Sun Yat-sen University, Guangzhou, China
Bachelor of Science, Economics, October 2014 - June 2018

Research Interest

Quantitative marketing, industrial organization, platform, recommendation systems, rating algorithms.
Methodology: Causal inference, machine learning, reinforcement learning, structural model, game theory.

Working Papers

1. [Personalization, Algorithmic Dependence, and Learning](#), with Omid Rafeian.
Major Revision at *Marketing Science*.
2. [Price Signaling and Reputation Building: Evidence from a Service Platform](#), with Yangguang Huang, Chenyang Li and Shuo Zhang.
Covered by [South China Morning Post](#).
3. **Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls**, with Yangguang Huang and Chenyang Li.
4. **Traffic Generation or Business Stealing? Nearby-Store Sales Responses to Online Promotions**, with Xiao Xin Chen, Chenyang Li and Tianli Xia.
5. **Coarse Ratings on Online Platforms**.

Fellowships, Honors and Grants

July 2026, Outstanding Paper Award with Research Grant, Chinese Marketing Association of Universities
June 2026, Best Outstanding Paper Award, Asia-Pacific Marketing Academy Annual Conference
July 2025, Highly Innovative Paper Award, Chinese Marketing Association of Universities Annual Conference
July 2025, Outstanding Paper Award, China Marketing International Conference

Oct 2023 & June 2023 & Mar 2021, Strategy and Business Economics Small Grant (X 3), \$5,000, \$4,100, \$3,000, SC Johnson College of Business, Cornell University

July 2023, Hong Kong Research Grants Council, General Research Fund, “Structural Analysis of Stores Going Online and Shopping Malls’ Responses,” Project No. 16503523, \$59,000, Collaborator

July 2023, Funded Attendee, NBER’s Innovation Research Boot Camp

July 2022, Emerging Market Theme Grants, \$1,500, SC Johnson College of Business, Cornell University

Sept 2020, Passed with Distinction First Year PhD Sequence, Economics Department, Cornell University

2019-2024, Johnson Fellowship, Cornell University

2016-2017, JASSO Scholarship, Ministry of Education, Japan

Invited Talks

Coarse Ratings on Online Platforms

Purdue University, 2024

HKUST Guangzhou, 2024

City University of Hong Kong, 2024

Shanghai Jiao Tong University, 2024

Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls?

Fudan University, 2023

Fudan University, 2023

Conference Talks

Personalization, Algorithmic Dependence, and Learning

Chinese Marketing Association of Universities Annual Conference, Dalian, 2026

Asia-Pacific Marketing Academy Annual Conference, Macau, 2026

AI in Management Conference, Los Angeles, 2025

Marketing Science Conference, Miami, 2023

Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls

Inaugural Workshop on Digital Platforms and Markets, Wuhan, 2026

Asia-Pacific Marketing Academy Annual Conference, Macau, 2026

Chinese Marketing Association of Universities Annual Conference, Jinan, 2025

China Marketing International Conference, Xuzhou, 2025

Price Signaling and Reputation Building: Evidence from a Service Platform

International Industrial Organization Conference, Boston, 2022

Teaching Experience

Instructor

Special Topics in Marketing Modeling 营销模型专题

Fall 2025

Graduate Elective Course

Antai College of Economics and Management, Shanghai Jiao Tong University

Industrial Organization, Consulting and Business Strategy

Winter 2024, Fall 2022

MBA Elective Course, Course Designer and Lead Instructor, evaluation 4.5/5, 4.4/5

SC Johnson Graduate School of Management, Cornell University

Marketing Management

Fall 2023

Undergraduate Business Minor, Lead Instructor, evaluation 4.7/5

SC Johnson Graduate School of Management, Cornell University

Service

Council Member, Chinese Scholar Marketing Association (CSMA), 2026–2028

Ad Hoc Reviewer for *Management Science*, *Decision Sciences*, and *The Journal of Industrial Economics*

Language

Chinese (Native), English (Proficient), Japanese (Proficient, JLPT N1 Highest Level) , French (Intermediate)

Skills

Stata, R, Python, Matlab, Stan

July 28, 2026