Si Zuo

PhD Student in Economics
SC Johnson Graduate School of Management & Economics Department
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[SC Johnson Graduate School Webpage](#)
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Education

Cornell University, Ithaca, NY

PhD in Economics, SC Johnson Graduate School of Management & Economics Department, September 2019 - Present

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

Nagoya University, Nagoya, Japan

Exchange Student, October 2016 - February 2017

Research Interest

empirical IO, quantitative marketing, digitilization, retailing

Working Papers and Works in Progress

1. [Price Signaling and Reputation Building: Evidence from a Consulting Platform](#), with Yangguang Huang (HKUST) and Chenyang Li (Cornell).

   Covered by [South China Morning Post](#). Presented in Informs Annual Meeting (Indianapolis, scheduled); International Industrial Organization Conference (2022, Boston), North America Summer Meeting (2022, Miami), Asia-Pacific Industrial Organization Conference (2021, NUS).

2. **Stores Going Online: Market Expansion or Self Cannibalization?**, with Yangguang Huang and Chenyang Li
   Abstract: With the rise of e-commerce, more and more chain stores have opened online sales channels. For one chain, there are usually one online store and many offline stores. Online stores may cannibalize the sales of the existing physical stores because of their advantage in lower shopping costs. On the other hand, the online sales channel is usually a tool for advertisement, which may expand the offline store's market. From our novel daily revenue data of 380 offline stores from 2016 to 2020, we identify the countervailing cannibalization effect and the informative effect of opening up online branches on offline stores. We first use exogenous demand shocks (weather, Covid-19, and online shopping festivals) to provide solid evidence of these two effects. We then separately estimate these two effects

by a structural model. We find that the cannibalization effect dominates the informative effect in most cases. The electronics category has the largest cannibalization effect, while the cosmetics and jewelry category has the smallest.

3. **Externality Within the Shopping Mall**, with Tianli Xia
   Abstract: Many papers show there exists the externality among shops within a mall or shopping street, but there is little study about how the externality changes across space and categories. Using the novel daily data of 380 stores in a large mall from 2016 to 2020, we identify the externalities from anchor stores using the anchor stores' promotional events. We adopt a new IV for a store's promotion: the promotional events of the other stores under the same brand in the same city. Then we show how the externalities vary across floors, distance, and store categories, which is unique to the existing literature. Finally, we use simulations to illustrate how rent contracts and store allocations could internalize the externalities among shops and provide managerial suggestions.

Teaching Experience

Instructor

IO Research Workshop Winter 2022
  CICER Winter Camp, Cornell Institute for China Economic Research

Teaching Assistant

Data Analysis and Modeling (MBA Core Course, with sessions) Summer 2022
  with Prof. Omid Rafieian, Johnson Graduate School of Management, Cornell University
Applied Microeconomics II: Game Theory (PhD Core Course) Spring 2022
  with Prof. Michael Waldman, Dyson School of Applied Economics and Management, Cornell University
Microeconomics Theory I (PhD Core Course, with sessions) Fall 2021
  with Prof. David Easley, Economics Department, Cornell University
Microeconomics for Management (MBA Core Course) Fall 2020 & Summer 2021
  with Prof. Yi Chen & Prof. Michael Waldman, Johnson Graduate School of Management, Cornell University
Strategy (Cornell-Tsinghua Finance MBA Core Course) Winter 2021 & Spring 2021
  with Prof. Thomas Jungbauer, Johnson Graduate School of Management, Cornell University

Research Assistant Experience

Spring 2022, Research Assistant for Prof. Yi Chen, Cornell University
Fall 2021- Winter 2022, Research Assistant for Profs. Shanjun Li and Panle Jia Barwick, Cornell University
Feb 2021-May 2021, June 2020, Research Assistant for Prof. Thomas Jungbauer, Cornell University
July 2020- Dec 2020, Research Assistant for Prof. Marcel Preuss, Cornell University
Sep 2018- June 2019, Research Assistant for Prof. Yuk Fai Fong, Hong Kong University of Science and Technology

Conference

2022, Informs Annual Meeting (Indianapolis, scheduled); International Industrial Organization Conference (Boston)

2021, Asia-Pacific Industrial Organization Conference (NUS, Virtual); Emerging Markets Research Day (Cornell)

2019, Asia Meeting of the Econometric Society (Xiamen University, China)

Referee Service

Journal of Industrial Economics

Professional Experience

Fall 2021-Spring 2022, Digitization Reading Group Organizer, Cornell University

Fall 2021-Spring 2022, TWIPS (Economics Graduate Students Works in Progress Seminar) Organizer, Cornell University

Spring 2021-Winter 2022, IO Student Reading Group Organizer, Cornell University

Fellowships, Honors and Grants

Mar 2021, Strategy and Business Economics Small Grant, $ 3,000, SC Johnson College of Business, Cornell University

Sept 2020, Passed with Distinction First Year PhD Sequence, $ 1,000, Economics Department, Cornell University

2019-2024, Johnson Fellowship, Cornell University

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

Language

Chinese (Native)

English (Proficient)

Japanese (Proficient, JLPT N1 Highest Level)

French (Intermediate)

Skills

Stata, R, Python, Matlab

July 5, 2022