

Si Zuo

Antai College of Economics and Management
Shanghai Jiao Tong University

sz549@sjtu.edu.cn
<https://www.si-zuo.com/>

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 and Chenyang Li.
Covered by [South China Morning Post](#). Under review.
3. **Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls**, with Yangguang Huang and Chenyang Li.
4. **Coarse Ratings on Online Platforms**.

Fellowships, Honors and Grants

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

Asia-Pacific Marketing Academy Annual Conference, Macau, 2026
 Inaugural Workshop on Digital Platforms and Markets, Wuhan, 2026
 AI in Management Conference, Los Angeles, 2025
 Marketing Science Conference, Miami, 2023

Online Store Opening: Heterogeneous Effects and Implications for Shopping Malls

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

Graduate Elective Course
 Antai College of Economics and Management, Shanghai Jiao Tong University

Fall 2025

Industrial Organization, Consulting and Business Strategy

MBA Elective Course, Course Designer and Lead Instructor, evaluation 4.5/5, 4.4/5
 SC Johnson Graduate School of Management, Cornell University

Winter 2024, Fall 2022

Marketing Management

Undergraduate Business Minor, Lead Instructor, evaluation 4.7/5
 SC Johnson Graduate School of Management, Cornell University

Fall 2023

Referee Service

Management Science, Decision Science, Journal of Industrial Economics

Language

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

Skills

Stata, R, Python, Matlab, Stan

June 15, 2026