Si Zuo

PhD Student in Economics

SC Johnson Graduate School of Management & Economics Department

Cornell University

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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 International Industrial Organization Conference (2022, Boston), North America Summer Meeting (2022, Miami), Asia-Pacific Industrial Organization Conference (2021, NUS).

   Abstract: Earning a good reputation is crucial for the survival of new firms on online retailing and service platforms. Using a dynamic price signaling model, we show that a high-quality firm can signal its unobserved quality by setting a lower introductory price than its low-quality counterpart. After accumulating sufficient favorable reviews, the high-quality firm will raise its price and enjoy a quality premium. Using data from Zaihang, a consulting service platform, we find empirical evidence that experts with high unobserved ability indeed adopt low introductory prices and exhibit a rising price dynamic over time. We use expert performance on another platform as an instrument for the expert's ability on Zaihang to provide evidence that the relationship is causal. Our empirical findings reject alternative models in which firms do not know their own types, or in which consumers can observe firm types.

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

Industrial Organization, Consulting and Business Strategy   Fall 2022
MBA Elective Course, Course Designer and Lead Instructor
SC Johnson Graduate School of Management, Cornell University

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, 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, 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

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

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

August 27, 2022