

# YIRAN ZHENG

yirzheng@ttu.edu | 202.655.0360 | yiran-zheng.github.io/

## EDUCATION

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**Texas Tech University**

*Ph.D. in Economics*

**Expected August 2025**

*Lubbock, Texas*

- Dissertation: Essays on Industrial Organization

**George Washington University**

*M.S. in Tourism Administration*

**May 2020**

*Washington, DC*

- Dissertation: The Influence of Mobile Social Media on Customer Purchase Intention in Chinese Hospitality

**University of Liverpool - Xi'an Jiaotong Liverpool University**

*B.S. in Economics*

**July 2018**

*Liverpool, UK - Suzhou, China*

## RESEARCH INTERESTS

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Industrial Organization, Applied Microeconomics

## WORKING PAPERS

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**Advertising Learning and Consumer Decision-Making in the Experience Good Market**

*JMP*

*Abstract:* The study explores the impact of brand-level information contained in media advertising on consumer decision-making when purchasing non-durable experience goods. Utilizing a random coefficient discrete-choice model on the ready-to-eat cereal industry, I consider the effects of advertising on consumer choices on nationwide media. Building on previous studies, I propose a new group of instrumental variables for addressing endogeneity and incorporating demographic household information on the consumers who purchased. I discuss strategic marketing implications for business, arguing that to improve brand awareness of experience goods, firms need to spread advertisements through multiple channels. Carbohydrate-related features, in particular, need to be carefully advertised to children-orientated ready-to-eat cereal products. In addition, advertised brands have higher loyalty, and consumers are less sensitive to their prices.

**The Impact of Rent Stabilization Policy: An Empirical Study of Twin Cities**

*Abstract:* The study aims to test the impact of second-generation rent control, as known as rent stabilization, on the housing market in the Twin Cities by using the difference-in-difference (DiD) approach with time-geography fixed effects. Rent regulations are differentiated in Saint Paul and Minneapolis, where two cities are considered natural groups close enough to share similar demographic and geographic features, allowing exploration policy intervention on housing market indices over time. The study primarily focused on the monthly home value affected by the rent stabilization at the neighborhood level. The results suggest that rent stabilization has a significant negative effect on home values, while single-bedroom and double-bedroom houses have more substantial adverse effects than multiple-bedroom houses. The further experiment highlights that the rent stabilization causes a significant surplus of condominiums in the housing market.

**Inflationary Impacts on Non Durable Good Consumption with Ashley Escudero**

*Abstract:* Inflationary shocks directly impact the decisions made by individual consumers regarding everyday purchasing decisions of nondurable goods that are repurchased on a regular basis. Using data from NielsenIQ this paper examines these purchasing decisions in response to the high inflation experienced in 2022 following the COVID-19 pandemic. By examining how individuals adjust their behavior in response to these increased price levels firms and policymakers can more efficiently address inflation concerns and purchasing patterns.

## PAPERS IN PROGRESS

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"Advertising and Price Discrimination"

"The Housing Market in the Sharing Economics"

## TEACHING EXPERIENCE

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### **Texas Tech University**

*Instructor of Record*

**August 2023 – Present**

- Principles of Economics: Fall 2023, Spring 2024, Summer 2024, Fall 2024, and Spring 2025.

#### Responsibilities:

- Taught courses with class sizes ranging from 12 to 106 students.
- Prepare and present engaging lectures that effectively deliver course content.
- Design exams, quizzes, and homework assignments that evaluate student understanding.
- Complete course-related administrative tasks, including maintaining attendance and grade records, submitting grades by required deadlines, and adhering to institutional policies.
- Directed teaching assistants, providing guidance and support to ensure effective delivery of course materials and a seamless learning experience for students.

### **Texas Tech University**

*Teaching Assistant*

**August 2020 – May 2023**

- Undergraduate Principles of Microeconomics: Fall 2020.
- Undergraduate Principles of Economics: Spring 2021.
- Managerial Economics: Fall 2021, Fall 2022.
- Monetary Theory: Spring 2022.
- Game Theory: Spring 2023.

#### Responsibilities:

- Graded assignments, exams, and quizzes to assess and provide feedback to students.
- Set up regular tutoring sessions and office hours to support students outside the class.
- Organized and administered examinations, including preparation, proctoring, and maintaining academic integrity.

## RESEARCH EXPERIENCE

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### **Ph.D. Researcher, Texas Tech University**

**August 2020 – Present**

- Developed structural models using Stata and R on large-scale datasets to test consumer decision making and provide strategic business implications.
- Investigated the impact of rental stabilization policy using quasi-experimental methods on the housing market.
- Presented work at regional and national scientific conferences.

### **Master Researcher, George Washington University**

**July 2019 - May 2020**

- Interviewed business managers to conduct research projects and address real-world business challenges in the hospitality industry.
- Developed hypotheses and designed research methodologies tailored to industry-specific problems.
- Utilized advanced analytical tools and statistical techniques, including SPSS and R, to process and analyze data efficiently.

## SELECTED INVOLVEMENT

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### **Southern Economic Association Annual Meeting**

*Panel Discussant*

**November 2024**

*Washington, DC*

- Selected as a panel discussant, contributing professional insights on the economic measurement of the marketing capital study from the Bureau of Labor Statistics, and engaging with experts in the field.

## CONFERENCE PRESENTATIONS

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|---|---------------|
| • Missouri Valley Economics Association Annual Conference | October 2024  |
| • Southern Economic Association Annual Meeting            | November 2024 |
| • ASSA 2025 Annual Meeting                                | January 2025  |

## HONORS AND SCHOLARSHIPS

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- Teaching Assistantship 2020-Present, *Texas Tech University*
- Dr. Rashid B. Al-Hmoud Scholarship in Economics 2024, *Texas Tech University*

## SKILLS

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<b>Tech Stack</b>	R, Stata, $\text{\LaTeX}$ , Microsoft Office, MySQL, Tableau, SPSS, EViews
<b>Certification</b>	Google Data Analytics Professional Certificate
<b>Languages</b>	English (fluent in reading, writing, and speaking) Mandarin Chinese (native)

## REFERENCES

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### **Professor Michael Noel** (Dissertation Chair)

*Texas Tech University*

Professor of Economics

michael.noel@ttu.edu

### **Professor Kaj Gittings**

*Texas Tech University*

Associate Professor of Economics

kaj.gittings@ttu.edu

### **Professor Sie Won Kim**

*Texas Tech University*

Assistant Professor of Economics

siewon.kim@ttu.edu

### **Mr. James Kemper**

*Texas Tech University*

Lecturer/GPTI Coordinator, Supervisor of TAs

james.kemper@ttu.edu