YIRAN ZHENG

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EDUCATION

Texas Tech University, Ph.D. in Economics   *Lubbock, TX*   2020 – 2025
George Washington University, M.S. in Tourism Administration   *Washington, DC*   2018 – 2020
University of Liverpool, B.S. in Economics   *Liverpool, UK*   2014 – 2018

RESEARCH FIELDS

- Primary Fields: Industrial Organization, Applied Microeconomics
- Secondary Fields: Marketing Economics, Urban Economics

SKILLS & TECHNIQUES

- R, Stata, LaTeX, MS Office, MySQL, Tableau, SPSS, EViews
- Random Coefficient Discrete-Choice Models, Structural Equation Modeling, Quasi-Experimental Designs, Panel Data Regression, Logit & Probit Regression

WORKING PAPERS

Advertising Learning and Consumer Decision-Making in the Experience Good Market [JMP]
Abstract: This study examines how brand-level advertising influences consumer decision-making in the ready-to-eat cereal market. Using a random coefficient discrete-choice model on NielsenIQ and Ad Intel datasets, I propose new instrumental variables to address endogeneity and incorporate household demographics. The results show that advertised brands enjoy higher consumer loyalty and lower price sensitivity, with strategic implications for targeting and product positioning.

The Impact of Rent Stabilization Policy: An Empirical Study of Twin Cities [Link]
Abstract: This study examines the impact of rent stabilization policies on housing markets in the Twin Cities using a two-way fixed effects difference-in-differences approach and event study design. Exploiting policy differences between Saint Paul and Minneapolis, I find that rent stabilization depresses smaller home values more substantially than larger homes, with dynamic effects revealing distortions in property market valuations driven by changes in investor expectations and rental constraints.

Inflationary Impacts on Non-Durable Good Consumption *with Ashley Escudero* [Under Review]
Abstract: Using NielsenIQ household panel data, this study examines how consumers adjusted purchasing behavior in response to the 2022 post-pandemic inflation. Employing a fixed effects model with instrumental variables, we find that inflation's impact on consumption is heterogeneous across demographic groups and product categories, with important implications for policymakers and businesses navigating inflationary periods.

PAPERS IN PROGRESS

- "Inflationary Impacts on the Housing Market" *with Ashley Escudero*
- "Advertising and Price Discrimination"

CONFERENCE PRESENTATION

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

TEACHING EXPERIENCE

Instructor of Record   *Lubbock, TX*
Texas Tech University   2023 – 2025

- Taught **Principles of Economics** for 5 semesters to classes ranging from 12 to 106 students.
- Supervised teaching assistants, ensuring effective course delivery and student support.
- 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.

Teaching Assistant Record   *Lubbock, TX*
Texas Tech University   2020 – 2023

- 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.

Courses:

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

RESEARCH EXPERIENCE

PH.D. RESEARCHER   *Lubbock, TX*
Texas Tech University   2020 – 2025

- Conducted empirical research in consumer behavior, housing economics, and inflation dynamics using large-scale datasets (5M+ observations) from NielsenIQ, Ad Intel, and housing market sources.
- Applied advanced econometric methods including structural modeling, quasi-experimental designs (DiD, event studies), and instrumental variable techniques in Stata and R.

- Generated data-driven insights on marketing strategy, policy impacts, and consumer responses across diverse demographic groups and market contexts.

MASTER RESEARCHER   *Washington, DC*

George Washington University   2019 – 2020

- Designed primary data collection (300+ respondents) and applied structural equation modeling (SEM) to analyze consumer behavior in digital marketing contexts.
- Produced actionable insights for hospitality industry social media strategy.

HONORS AND SCHOLARSHIPS

- SEA Graduate Student Award, Washington DC   2024
- Dr. Rashid B. Al-Hmoud Scholarship in Economics, Texas Tech University   2024
- Teaching Assistantship, Texas Tech University   2020 – 2025

SELECTED INVOLVEMENT

Southern Economic Association Annual Meeting   *Washington, DC*

Panel Discussant   November 2024

- 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.

REFERENCES

Dr. Michael Noel (Dissertation Chair)
Texas Tech University
Professor of Economics
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Dr. Kaj Gittings
Texas Tech University
Associate Professor of Economics
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