

# Si Zuo

PhD Candidate in Economics  
SC Johnson Graduate School of Management & Economics Department  
Cornell University  
Ithaca, NY, USA

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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

quantitative marketing, industrial organization, platform, recommendation systems, rating algorithms.

**Methodology:** Causal inference, structural model, machine learning, reinforcement learning, game theory.

## Working Papers

1. [Personalized Algorithms and the Virtue of Learning Things the Hard Way](#), with Omid Rafeian (Cornell Tech).
2. [Price Signaling and Reputation Building: Evidence from a Service Platform](#), with Yangguang Huang (HKUST) and Chenyang Li (HKUST Guangzhou). Covered by [South China Morning Post](#).
3. **Coarse Ratings on Online Platforms.**
4. **Stores Going Online: Market Expansion or Self Cannibalization?**, with Yangguang Huang and Chenyang Li.

## Fellowships, Honors and Grants

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

### Stores Going Online: Market Expansion or Self Cannibalization?

Fudan University, 2023

## Conference Talks

### Personalized Algorithms and the Virtue of Learning Things the Hard Way

AI in Management Conference, 2025 (scheduled)

Marketing Science Conference, 2023

### Price Signaling and Reputation Building: Evidence from a Service Platform

International Industrial Organization Conference, 2022

## Teaching Experience

### Instructor

#### Industrial Organization, Consulting and Business Strategy

Winter 2024, Fall 2022

MBA Elective Course, Course Designer and Lead Instructor, evaluation 4.5/5, 4.4/5

SC Johnson Graduate School of Management, Cornell University

#### Marketing Management

Fall 2023

Undergraduate Business Minor, Lead Instructor, evaluation 4.7/5

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## Referee Service

Journal of Industrial Economics

## **Language**

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

## **Skills**

Stata, R, Python, Matlab, Stan

**January 20, 2025**