Si Zuo

PhD Candidate in Economics
SC Johnson Graduate School of Management & Economics Department
Cornell University
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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. [Personalization, Algorithmic Dependence, and Learning](#), with Omid Rafieian (Cornell).

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

Personalization, Algorithmic Dependence, and Learning
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
SC Johnson Graduate School of Management, Cornell University

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

February 28, 2025