

# Zhe Yuan

## Contact Information

Phone: +86 1767-348-8613  
Email: [yyyuanzhe@gmail.com](mailto:yyyuanzhe@gmail.com)  
Web: <http://zheyuan.weebly.com/>

---

## Professional Experience

2021-Current: Assistant Professor, Zhejiang University  
2018-2021: Economist, Alibaba Group  
2017-2018: Assistant Professor, Shanghai University of Finance and Economics  
2016-2017: Assistant Professor, Wuhan University

## Education

2016 Ph.D., Economics, University of Toronto  
Dissertation: Essays on Network Competition in the Airline Industry  
Committee: Victor Aguirregabiria (supervisor), Andrew Ching, Mara Lederman, Yao Luo  
2010 M.A., Economics, University of British Columbia  
2009 B.A., Economics (Honours), Peking University  
B.S., Statistics (Double Major), Peking University  
(National Scholarship, Top 5%)

**Research Interests** Value of Personal Data & the Privacy Regulation on **Digital Platforms**  
**Digital/Platform Economics:** Big Data, Machine Learning, Search Algorithm  
**Network Economics:** Airline Industry/Telecommunication Industry

**Teaching Interests** Digital/Platform Economics  
Big Data Analytics  
Industrial Organization/Microeconomics  
Econometrics

## Research

♦ *Research Summary*

My research focuses on the digital/platform economy and network economy. I am interested in (1) the data value and data regulation (2) how information disclosure changes consumer behavior, firm decision, and market structure, and (3) platform governance and mechanism design. I use field experiments, structural modeling techniques to answer questions on network economy. I collaborate with Alibaba Group and conduct platform economic analysis and field experiments.

♦ *Published Journal Papers*

1. Silke Forbes, Mara Lederman and Zhe Yuan (2019), “Schedule Padding, Delay and Air Service Quality,” *Review of Industrial Organization*, vol. 54(1), pages 61-82, February 2019

♦ *Accepted and R&R Papers*

2. Tianshu Sun, Zhe Yuan, Chunxiao Li, Kaifu Zhang and Jun Xu (2021), “The Value of Personal Data in Internet Commerce: A High-stake Field Experiment on Data Regulation Policy,” (Harvard, MIT, CMU, UMN, UT, UCLA) Accepted in *Management Science*
3. Mo Xiao and Zhe Yuan (2021), “License Complementarity and Package Bidding: the U.S. Spectrum Auctions,” (Toulouse, AEA, IIOC, SUFE, Microsoft, NBER) Forthcoming in *American Economic Journal: Microeconomics*
4. Zhe Yuan (2021), “Network Competition in the Airline Industry: A Framework for Empirical Policy Analysis,” (Albany, Toronto, Western, EARIE, IIOC) Under R&R in *Rand Journal of Economics*

--*Young Economists' Essay Awards* European Association for Research in Industrial Economics

♦ *Working Papers on Digital Economy*

5. Zhe Yuan, Yuan Chen, Tianshu Sun, and Yitong Wang (2021), “How Recommendation Affects Customer Search: A Field Experiment,” working paper
6. Yuxin Chen, Zhe Yuan, Tianshu Sun and Yuan Chen (2021), “Expectation and Consumer Search: Evidence from a Data Regulation Experiment on Search Personalization,” working paper
7. Tiancheng Chen and Zhe Yuan (2021), “The Value of Market Intelligence: Evidence from Online Lipstick Sellers” working paper
8. Yanyou Chen, Yao Luo and Zhe Yuan (2022), “Driving the Drivers: Algorithmic Discrimination and Wage-Setting in Ride-Hailing,” working paper

♦ *Working Papers on Network Economy*

9. Tanjim Hossain, Mo Xiao, Zhe Yuan and Wei Zhou (2020), “Herding in the U.S. Spectrum Auctions,” working paper

**Zhe Yuan**

10. Victor Aguirregabiria, Yao Luo and Zhe Yuan (2018), “Estimation of Discrete Choice Models based on Moment Inequalities: Using Bounds on the Expected Value of Unobserved Payoffs,” work in progress

### **Experience as Economist at Alibaba Group**

◆ ***Platform Economic Analysis and Mechanism Design***

Analyse market structure/industrial dynamics/search algorithm on the platform  
Design mechanisms to improve the regulation efficiency and platform governance  
AB test/policy evaluation

◆ ***Leader of Economic Research Team***

Coordinate 10+ researchers and complete 5 papers on platform economy  
Give 8+ talks inside/outside Alibaba on pricing/data value/analytical skills/platform economy

### **Conferences and Seminar Presentations**

- 2020 Zhejiang University  
2019 The 2019 China IO conference,  
2018 16th Annual International Industrial Organization Conference, the 2018 Shanghai University of Finance and Economics IO summer school  
2017 China Meeting of Econometric Society, Wuhan University, Renmin University, Shanghai University of Finance and Economics  
2016 SUNY Albany, Ryerson University, University of Saskatchewan, University of Toronto and Western University, 14th Annual International Industrial Organization Conference, Canadian Economics Association Annual Conference 2016, SUFE IO mini Conference, 2nd International Conference on Network Economics and Big Data, EARIE Annual Conference 2016  
2015 University of Toronto  
2014 University of Toronto  
2013 Canadian Economics Association 47th Annual Conference, Montréal  
2012 University of Toronto

### **Awards and Honors**

- Hangzhou 741 Talent Program, Zhejiang, 2019  
NET Institute summer grant, 2018  
Pujiang Scholar, Shanghai, 2018  
Young Economists' Essay Awards European Association for Research in Industrial Economics 2016  
Dorothy J. Powell Graduate Scholarship in International Economics, 2015  
CRESSE Fellowship, 2015  
Doctoral Completion Award, 2014-2016  
Travel Grant, Canadian Economics Association, 2013  
University of Toronto Fellowship, 2010-2015  
Tuition Scholarship, University of British Columbia, 2009  
Distinguished Teaching Assistant Award, Peking University, 2009

National Scholarship, Chinese Ministry of Education, 2008  
Guanghua Scholarship, Peking University, 2007  
President Fund Fellowship, Peking University, 2007  
Furong Scholarship, 2005

**Teaching**

Industrial Organization (Graduate, SUFE)  
Econometrics (Undergraduate, SUFE)  
Statistics and Linear Algebra (Undergraduate, Wuhan)  
Industrial Organization (Undergraduate, Toronto)  
Mathematic Method in Economics (Undergraduate, Toronto)

**Skills (for Research and Teaching)**

Two years business analytics experience  
Analytics: SQL, Tableau  
Statistic/Machine Learning Tools: R, Stata  
Programming & Scientific Computing: Python/Matlab/Mathematica

**Reference**

Professor Victor Aguirregabiria  
Department of Economics  
University of Toronto  
150 St. George Street  
Toronto, ON M5S 3G7  
Phone: +1 (416) 978-4358  
Email: victor.aguirregabiria@utoronto.ca

Professor Yao Luo  
Department of Economics  
University of Toronto  
150 St. George Street  
Toronto, ON M5S 3G7  
Phone: +1 (416) 946-5288  
Email: yao.luo@utoronto.ca

Professor Mo Xiao  
Department of Economics  
Eller College of Management  
The University of Arizona  
Tucson, AZ 85721  
Phone: +1 (520) 621-2192  
Email: mxiao@eller.arizona.edu

Professor Tianshu Sun  
Marshall School of Business  
University of Southern California  
310B Bridge Hall, USC Marshall  
Los Angeles, CA 90089  
Phone: +1 (213) 821-9885  
Email: Tianshus@marshall.usc.edu