

# HANGCHENG ZHAO

The Wharton School, University of Pennsylvania

**Address:**

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## EDUCATION

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**The Wharton School, University of Pennsylvania** 2020 – 2025 (*Expected*)

Ph.D. in Quantitative Marketing

*Dissertation Committee:* Ron Berman (Chair), Eric Bradlow, Pinar Yildirim

**University of Chicago** 2018 – 2019

Master in Economics

*Thesis Advisor:* Philip Reny

**Tsinghua University, Beijing, China** 2014 – 2018

Bachelor in Economics

## RESEARCH INTERESTS

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**Substantive:** Pricing, Algorithmic Decision-Making, Recommendation Algorithms, Advertising, Platforms, Online Marketing

**Methodological:** Reinforcement Learning, Artificial Intelligence, Empirical IO

## PUBLICATIONS

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(\* indicates alphabetical ordering of authors)

\* **Z. Kuang, H. Zhao, & J. Zheng (2024)**, “Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests,” *Games and Economic Behavior*, 148, 218-243. [\[Link\]](#)

## WORKING PAPERS

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**Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms (*Job Market Paper*)**

With Ron Berman (University of Pennsylvania)

- Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award

**Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively?** [\[SSRN\]](#)

With Ron Berman (University of Pennsylvania)

**Strategic Design of Recommendation Algorithms** [\[SSRN\]](#)

With Ron Berman (University of Pennsylvania) and Yi Zhu (University of Minnesota)

## CONFERENCE PRESENTATIONS

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### Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms

- 2025 Workshop on Platform Analytics (WoPA) *San Diego, CA, April 2025*
- 2<sup>nd</sup> FTC Conference on Marketing and Public Policy *Washington, D.C., October 2024*
- 2024 INFORMS Marketing Science Conference *Sydney, Australia, June 2024*
- 14<sup>th</sup> Annual TPM Conference *Austin, TX, May 2024*
- 4<sup>th</sup> Annual AI in Management (AIM) Conference *Los Angeles, CA, March 2024*

### Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively?

- 2023 INFORMS Marketing Science Conference *Miami, FL, June 2023*

### Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests

- ASSA 2020 Annual Meeting *San Diego, CA, January 2020*
- 2018 Society for the Advancement of Economic Theory Conference *Taiwan, June 2018*

## RESEARCH AND PROFESSIONAL EXPERIENCE

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### Ph.D. Economist Intern

*July 2023 – September 2023*

HP, Inc., Pricing Analytics Group

- Designed and executed multi-armed bandit experiments to optimize pricing strategies for various combinations of computer accessories.

### Research Assistant to Prof. Pinar Yildirim and Prof. Ron Berman

*July 2019 – June 2020*

The Wharton School, University of Pennsylvania

- Conducted reduced form analyses and structural estimations for textual newspaper data, geographical railroad network data, and online experiments.

### Research Assistant to Prof. Richard Hornbeck

*October 2018 – June 2019*

Booth School of Business, University of Chicago

- Constructed and analyzed historical individual manufacturing establishments data.

## TEACHING EXPERIENCE

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### The Wharton School, University of Pennsylvania, Philadelphia, PA

#### Teaching Assistant to Prof. Jagmohan Raju

*2022 – 2025*

- MKTG 7540 Pricing Policy (MBA, WEMBA)

#### Teaching Assistant to Prof. Ron Berman

*2025*

- MKTG 2270/7270 Digital Marketing, Social Media & E-commerce (MBA, Undergraduate)

#### Teaching Assistant to Prof. Ryan Dew

*2025*

- MKTG 7120 Data and Analysis for Marketing Decisions (MBA, Undergraduate)

## HONORS AND AWARDS

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Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award

*2025*

ISMS Marketing Science Doctoral Consortium Fellow

*2024*

Wharton Dean's Research Fund

*2024*

Mack Institute Research Fellowship	<i>2023</i>
Analytics at Wharton Research Funding	<i>2023</i>
George James Travel Award for the Wharton Doctoral Program	<i>2023 – 2024</i>
Wharton INSEAD Alliance Doctoral Student Short - Term Visit Award	<i>2023</i>
Ph.D. Program Fellowship, the Wharton School, University of Pennsylvania	<i>2020 – Present</i>
University of Chicago Scholarship for Master of Arts Social Sciences Program	<i>2018 – 2019</i>
“Top Open” Student Overseas Research Grant, Tsinghua University	<i>2017</i>
Undergraduate Student Academic Research Grant, Tsinghua University	<i>2017 – 2018</i>

## TECHNICAL SKILLS

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**Programming Languages**      Stata, C++/C, R, Python, Matlab, Mathematica, SQL, Amazon AWS

## REFERENCES

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Ron Berman  
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The Wharton School  
University of Pennsylvania  
Email: [ronber@wharton.upenn.edu](mailto:ronber@wharton.upenn.edu)

Eric Bradlow  
K.P. Chao Professor  
Professor of Marketing, Statistics, Economics and Education  
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