

GUANGYING CHEN

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EDUCATION

Ph.D. Candidate in Quantitative Marketing, Washington University in St. Louis	2019 - present
M.A. in Economics, Washington University in St. Louis	2017 - 2019
M.A. in Economics, Tsinghua University	2014 - 2017
B.A. in Economics and B.S. in Statistics, Peking University	2010 - 2014

RESEARCH INTERESTS

Digital Platforms, Recommender Systems, User-generated Content, Consumption Diversity

RESEARCH

Papers Under Review

1. Guangying Chen, Tat Y. Chan, Dennis J. Zhang, Senmao Liu, Yuxiang Wu. The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption: A Field Experiment. *Major revision in Marketing Science: Frontiers*. [SSRN Link]

Work in Progress

1. Tat Y. Chan, Guangying Chen, Dennis J. Zhang. The Effects of Recommendations on The Quality and Quantity of User-Generated Content and Their Social Feedback.
2. Tat Y. Chan, Guangying Chen, Zack Wang, Dennis J. Zhang. Diversity of Recommendations and Digital Content Consumption on A Social Media Platform.
3. Guangying Chen, Seethu Seetharaman, Luoyexin (Annie) Shi. Shopping Behavior During The Covid-19 Pandemic: A Supermarket Perspective.
4. Guangying Chen, Yulia Nevskaya. The Trendsetters, Early Adopters, and Laggards in Fashion Clothing: Relationships with Advertising.

TEACHING EXPERIENCE

Teaching Assistant - Washington University in St. Louis

Pricing Strategies (Undergraduate/Master/MBA)	FL 2022, FL 2021, FL 2020
Text Mining (Master)	SP 2023, SP 2022, SP 2021
Quantitative Methods in Economics II (Ph.D.)	SP 2019
Applied Econometrics (Ph.D.)	FL 2018

CONFERENCE PRESENTATIONS

The Effects of Diversity in Algorithmic Recommendations on Digital Content Consumption: A Field Experiment

Advances with Field Experiments Conference, Chicago, IL	2023 (scheduled)
Workshop on Platform Analytics, San Diego, CA	2023
POMS Annual Conference, Orlando, FL	2023
Annual ISMS Marketing Science Conference, Miami, FL	2023
Online Research Seminar on Digital Businesses, Boston, MA	2023

INDUSTRY EXPERIENCE

Research Intern, NetEase Cloud Music Inc. September 2021 - July 2023

HONORS AND AWARDS

Doctoral Fellowship, Olin Business School, Washington University in St. Louis	2019-2024
Doctoral Fellowship, Economics Department, Washington University in St. Louis	2017-2019

SKILLS

Programming/Software: R, Python, MATLAB, PySpark, SQL, \LaTeX
Language: English (fluent), Chinese (native)

REFERENCES

Professor Tat Y. Chan

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Professor Dennis J. Zhang

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