

Zhentong Lu

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Professional Appointments

- Assistant Professor & Researcher, School of Economics & Institute of Advanced Research, SUFE, July 2015 - now
- Visiting Researcher, Microsoft Research (Redmond), January 2017 - March 2017

Education

- Ph.D. in Economics, University of Wisconsin-Madison, 2015
 - Essay: Contributions to Demand Estimation
 - Committee: Amit Gandhi (co-chair), Xiaoxia Shi (co-chair)
Kenneth Hendricks, Alan Sorensen, Qing Liu, Kevin Chung
- M.S. in Economics, University of Wisconsin-Madison, 2012
- M.A. in Economics, Peking University, 2010
- B.Econ. in Statistics, Hunan University, 2007

Research Interests

- Empirical Industrial Organization, Econometrics

Research Papers

- Estimating Demand for Differentiated Products with Zeroes in Market Share Data (joint with Amit Gandhi and Xiaoxia Shi), Submitted
- Estimating Multinomial Choice Models with Unobserved Choice Sets, Revised and Resubmitted to *RAND Journal of Economics*
- A Dynamic Model of Demand for Cloud Computing: Estimation and Implications (joint with Liqiang Huang and Li Xiang), working paper
- Semi-Nonparametric Estimation of Random-Coefficients Logit Demand Models (joint with Jing Tao and Xiaoxia Shi), working paper
- Estimating Discrete Choice Models with Market Level Zeroes: An Application to Scanner Data (joint with Amit Gandhi and Xiaoxia Shi), working paper

Teaching

- As Instructor
 - Graduate IO I (SUFE): Fall 2016, Fall 2015
 - Graduate IO II (SUFE): Spring 2016, Spring 2017

- Selected Readings in Microeconomics (Graduate Level): Spring 2016, Spring 2017
- As Teaching Assistant
 - Business and Economic Statistics (UW-Madison, Spring 2015)
 - Advanced Macroeconomics (Peking U, Fall 2008)
 - Research Seminars in Economics (Peking U, Spring 2010)

Seminar & Conference Presentations

- 2017: Mini Course on Demand Estimation (June, Academia Sinica)
- 2016: IAAE 2016 Annual Conference (June, University of Milano-Bicocca); Recent Advances in Econometrics (June, Toulous Shool of Economics); Models of China Economic Development IX (Dec., Academia Sinica)
- 2015: 11th World Congress of the Econometric Society (August, Montreal)
- 2014: UW-Madison (Mar., Sep.); North American Summer Meeting of the Econometric Society (June, Minnesota)
- 2013: UW-Madison (May, Nov.); UW-Whitewater (Nov.)
- 2012: UW-Madison (Nov.)

Professional Activities

- Refereeing: *Econometrica*, *Journal of Applied Econometrics*, *Management Science*, *Review of Industrial Organization*
- University Services: Graduate Student Admission Committee (SUFE, 2016); Vilas Research Travel Grant Review Committee (UW-Madison, 2012)
- Project Assistant (UW-Madison, Jan 2011 - Jan 2015): Jean-Francois Houde (Jan 2011 - May 2011); Amit Gandhi and Xiaoxia Shi (June 2011 - Dec 2011); Xiaoxia Shi (Jan 2012 - May 2013); Ken Hendricks (June 2013 - Aug 2014); Kevin Chung and Noah Lim (Sep 2014 - Jan 2015)

Awards

- Robock Award, Department of Economics, UW-Madison, Aug 2014

Last updated: March 10, 2017