Mi Zhou

Email: mzhou1@andrew.cmu.edu
Phone: +1 (412) 539-6642
2715 Murray Ave, Apt. 916, Pittsburgh, PA 15217

EDUCATION

2015 – present	**Carnegie Mellon University**	Pittsburgh, U.S.
	Ph.D. in Information Systems and Management (3rd year) Advisors: Vibhanshu Abhishek, Edward H. Kennedy, Michael D. Smith	
2012 – 2015	**Tsinghua University**	Beijing, China
	Master in Management Science and Engineering	
2013 Fall	**London School of Economics and Political Science**	London, U.K.
	Exchange Student	
2008 – 2012	**Beijing University of Posts and Telecommunications**	Beijing, China
	Bachelor in Electronic Commerce	

RESEARCH INTERESTS

Substantive: Digital Marketing, E-Commerce, Sharing Economy

Methodological: Econometrics, Machine Learning, Field/Lab Experiments

PUBLICATIONS & WORKING PAPERS

1. Mi Zhou, Vibhanshu Abhishek, Edward H. Kennedy, and Ritwik Sinha (2017), "Linking Clicks to Bricks: Estimating Causal Effects of Email Ads on Offline Sales," Prepare for Submission: *Marketing Science*.
2. Vibhanshu Abhishek, Dan Geng, Beibei Li, and Mi Zhou (2017), "When the Bank Comes to You: Branch Network and Customer Omni-Channel Banking Behavior," Under Review, *Information Systems Research*.
3. Cheng Yi and Mi Zhou (2017), "How User Control Affects the Effectiveness of Video Advertising?" *Chinese Journal of Management Science*, 25 (2), p139 – 146.
4. Cheng Yi, Zhenhui (Jack) Jiang, and Mi Zhou (2014), "The Effects of Social Popularity and Deal Scarcity at Different Stages of Online Shopping," In *Proceedings of the 35th International Conference on Information Systems (ICIS)*, Auckland, New Zealand.

CONFERENCE PRESENTATIONS

Linking Clicks to Bricks: Estimating Causal Effects of Email Ads on Offline Sales

- *Workshop on Information Technologies and Systems (WITS)*, Seoul, South Korea, Dec 2017
- *INFORMS*, Houston, Texas, Oct 2017
- *Conference on Information Systems and Technology (CIST),* Houston, Texas, Oct 2017
- *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland, Dec 2016

When the Bank Comes to You: Branch Network and Customer Omni-Channel Banking Behavior

- *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korea, Dec 2017

The Effects of Social Popularity and Deal Scarcity at Different Stages of Online Shopping

- *International Conference on Information Systems (ICIS)*, Auckland, New Zealand, Dec 2014

AWARDS & HONORS

2015 – present	Heinz College PhD Fellowship, Carnegie Mellon University
2014	University Merit Scholarship
2011	1st Prize, The Challenge Cup of Academic and Scientific Works for College Students
2011	Venustech Enterprise Scholarship
2010	National Scholarship, Ministry of Education, China
2010	1st Prize, National E-commerce Contest for College Students
2009	University Scholarship
2009 – 2011	University Merit Student

SELECTED PHD-LEVEL COURSEWORK

Econometrics & Statistics

Introduction to Econometric Theory (A+)
Econometric Theory and Methods (A)
Statistical Theory for Social and Policy Sciences (A+)
Intermediate Statistics (A+)
Bayesian Statistics (A)

Economics

PhD Microeconomics (A+)
Game Theory and Applications (A)
Analytical and Structural Marketing Models (A)
Estimating Dynamic and Structural Models (A)

Research Seminar

Economining
Economics of Emerging New Technologies
PhD Seminar on Information Systems