FAN ZHANG

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EDUCATION

Haas School of Business, University of California, Berkeley *2023 (Expected)*
Ph.D in Business Administration (Quantitative Marketing)

Peking University *2017*
B.A. in Economics
B.S. in Mathematics

CURRENT RESEARCH INTERESTS

Variety Seeking, Consumer Search, Reputation and Ratings

WORKING PAPERS

Variety Seeking in High-Frequency Consumption: New Implications for Targeted Marketing

- with Carol Hengheng Lu and Zhijie Lin, Job Market Paper
- **Abstract:** We study consumers' variety-seeking preferences and explore their implications for targeted marketing using proprietary data from a food delivery platform. We document that a substantial fraction of consumers have variety-seeking preferences. Consumers, on average, are willing to pay 19.9% more to switch to a different seller. In the counterfactual analysis, we find that optimizing ranking by taking into account variety-seeking preferences increases revenue by 18.2%, consumer welfare by 14.2%, and purchase probability by 18.9%. Furthermore, we find that consumers' variety-seeking preferences soften price competition. Optimal targeted pricing implies an increase in prices for rival sellers' consumers and a decrease in prices for the sellers' own consumers.

A Method to Estimate Discrete Choice Models that is Robust to Consumer Search

- with Jason Abaluck and Giovanni Compiani, Revision Requested at the *Journal of Political Economy*
- **Abstract**: We state conditions under which choice data suffices to identify preferences when consumers may not be fully informed about attributes of goods. Our approach can be used to test for full information, to forecast how consumers will respond to information, and to conduct welfare analysis when consumers are imperfectly informed. In a lab experiment, we successfully forecast the response to new information when consumers engage in costly search. In data from Expedia, our method identifies which attribute was not immediately visible to consumers in search results, and we then use the model to compute the value of additional information.

WORK IN PROGRESS

Buyer Reviews and Product Quality Investment

- with Przemyslaw Jeziorski and Konstantina Michelidaki
- **Abstract:** We study the effect of buyer reviews on sellers' product quality investment. Using data from Airbnb, we find that sellers' quality provision efforts follow a "sleeping on the laurel" pattern. We find that sellers with lower recent ratings place maintenance requests more often. Sellers with lower average ratings are more responsive to low recent ratings by investing in product quality. Our findings have important welfare implications and managerial implications for optimal reputation design.

FELLOWSHIPS

AMA-Sheth Foundation Doctoral Consortium Fellow	*2022*
ISMS Marketing Science Doctoral Consortium Fellow	*2021*
Berkeley Graduate Fellowship	*2017-2022*

CONFERENCE AND INVITED PRESENTATIONS

27th Jerusalem School in Economic Theory	*2016*
Summer Institute in Competitive Strategy	*2018-2022*
2020 ASSA Annual Meeting	*2020*
NBER Digitization Tutorial	*2020*
INFORMS Annual Meeting	*2021*
UC Berkeley Department of Economics IO Seminar	*2022*
Berkeley Haas Shansby Marketing Seminar	*2022*
11th Annual Workshop on Consumer Search and Switching Costs	*2022*

TEACHING

MBA 206 Marketing Management	*Professor Clayton R. Critcher, 2019*
EWMBA 206 Marketing Management	*Professor Zsolt Katona, 2020*
EWMBA & MBA 263 Marketing Analytics	*Professor Przemyslaw Jeziorski, 2020,2021*
EWMBA 206 Marketing Organization and Management	*Professor Ganesh Iyer, 2022*

SELECTED GRADUATE COURSEWORK

Economics	
Economic Theory I, II	*David Ahn, Haluk Ergin*
Econometrics I, II	*Michael Jansson, Bryan Graham, Demian Pouzo, James Powell*
Industrial Organization I, II, III	*Joseph Farrel, Benjamin Handel, Kei Kawai*
Decision Theory and Epistemic Game Theory	*David Ahn*
Applied Econometrics	*Christopher Walters, Patrick Kline*
Foundations of Psychology and Economics	*Dmitry Taubinsky*
Mechanism Design and Agency Theory	*Philipp Strack*
Business Administration	
Competitive Strategy	*J.Miguel Villas-Boas*
Choice Modeling	*Przemeslaw Jeziorski*
Consumer Behavior	*Ellen Evers*
Game Theory	*Yuichiro Kamada*
Industrial Organization	*Giovanni Compiani*
The Political Economy of Capitalism	*John Morgan*

TECHNICAL SKILLS

MATLAB, Python, R, Stata, LaTeX

REFERENCE

For letters of reference please contact Adam Lim: adamlim@berkeley.edu

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