Contact information

Hanyu Zhang

PhD candidate in Quantitative Marketing

Goizueta Business School, Emory University

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Selected Graduate Coursework

- Year of PhD enrollment: 2020
- **Marketing:** Empirical Models in Marketing (Emory), Marketing Topics (Emory), Customer Behavior (Emory), Marketing Strategy (Emory)
- **Economics & Statistics:** Quantitative Methods (Emory), Econometric Methods (Emory), Empirical Methods 2 (Emory), Empirical Industrial Organization (Emory), Nonparametric Estimation (Emory; Audit), Bayesian Statistics (GaTech)
- **Computer Science:** Machine Learning (GaTech), Deep Learning (GaTech), Network Science (GaTech), Machine Learning with Graphs (Stanford; Online)

Research

- **Research Interests**

  My research focuses on the role of social network structure in consumer interactions, with specific applications to mobile locational targeting, platform growth, consumer churn/engagement, and community sociology. By delving into the dynamics of network structures, I aim to explore how these network structures influence the flow of information across network ties, as well as consumer preferences and behaviors. I'm interested in developing and employing advanced methods that integrate graph machine learning, network science, and natural language processing to unravel the complex dynamics and underlying mechanisms of consumer networks in the digital age.

- **Research Projects**

  Predicting Customer Acquisition with Co-Location Networks: A Deep Heterogeneous Network Representation Learning Approach. *with David A. Schweidel and Kunpeng Zhang*

  The Role of Network Structure in Platform Growth: Which Users Help the Platform Grow? *with David A. Schweidel, Pantelis Loupos, and Moran Cerf*

  The Impact of Livestreaming on Consumer Purchase Behavior – An Individual-Level Analysis *with Yanlai Chu and Hongju Liu*

Predicting Venmo User Engagement Through Language and Network Evolution. *with David A. Schweidel and Pantelis Loupos*

- **Dissertation Proposal Title**

  Network Dynamics and Consumer Interactions: A Multi-Essay Investigation into Social Structures, Platform Growth, and Engagement

- **Committee Members**

  Chair: David A. Schweidel dschweidel@emory.edu

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  Kunpeng Zhang (KZ) kpzhang@umd.edu

  Rajiv Garg rajiv.garg@emory.edu