

Runyang (Ray) Shu

CONTACT INFORMATION

University of Texas at Austin
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McCombs School of Business
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EDUCATION

University of Texas at Austin
PhD in Quantitative Marketing

Texas, United States
August 2021 – Present

ESSEC Business School
Master of Science in Management

Paris, France
July 2019 – Jun 2021

Beijing Foreign Studies University
Bachelor's in Business Administration (Minor in English)

Beijing, China
October 2015 – September 2019

RESEARCH INTERESTS

Methodological: Machine Learning, Computer vision, and Bayesian Inference.
Substantive: Image Marketing, Recommendation System, Consumer Aesthetics

RESEARCH EXPERIENCE

Works in Progress

Analysis of picture similarity between users and products.: with Alain Lemaire

Abstract - The way people consume information has greatly shifted towards images over the years, and people post a gigantic amount of pictures on various digital platforms everyday. Discovering how pictures influence consumer preferences and being able to take advantage of these image data has become an increasingly important valuable task for managers and researchers. Using cutting-edge tools from machine learning and computer vision, along with the unique disaggregated dataset we scraped from Yelp, we find that the picture similarity variables, whether a consumer's pictures look alike with the product's pictures, have predictive power beyond traditional variables such as price, restaurant types, etc. Moreover, product review platforms are able to capture 2% more consumers by employing picture similarity in their algorithm for recommendation prediction.

Consumer Aesthetics and visual personality.: with Rex Du and Alain Lemaire

Abstract - This research employs visual conjoint analysis using machine-generated images across various categories. It discovers how different visual elements within a picture impact diverse aesthetic personality. The study innovatively uses generative imagery for conjoint analysis, extending its potential beyond traditional use-cases. A cross-category approach reveals insightful trends, demonstrating the adaptability of visual preferences. The concept of aesthetic personality significantly influences the perception of these images, suggesting our aesthetic preferences are consistent and identifiable. In essence, the research offers valuable insights into the complex interplay between visual conjoint analysis, generative imagery, and aesthetic personalities.

RELEVANT COURSEWORK

Marketing

- Behavioral Decision Research Raj Raghunathan
- Marketing Research Methods Rex Du
- Marketing Models 1 Raghunath S. Rao
- Marketing Models II Jason Duan
- Marketing Management and Strategy Leigh McAlister

Economics

- Microeconomic Theory I Vasiliki Skreta
- Microeconomic Theory II Caroline Thomas
- Econometrics I Stephen Donald
- Econometrics II Brendan Kline
- Structural Econometrics. Daniel Akerberg

Machine Learning and Statistics

- Online Learning and Optimization Andrew Whinston
- Optimization In Machine Learning Nhat Ho

WORKING EXPERIENCE

UNESCO, Beijing	Beijing, China
<i>Research Assistant</i>	2019
ESSEC Business School	Paris, France
<i>Research Assistant</i>	2020
INSEAD Business School	Paris, France
<i>Research Assistant</i>	2021

HONORS

Recruitment Graduate School College Fellowship	2021, 2022, 2023
McCombs School Fellowship	2021, 2022, 2023

CERTIFICATIONS & SKILLS

Computer: R, Python (Pytorch & Tensorflow), MATLAB, Stan

Language: Proficient in English, Native in Mandarin, Conversational in French

