

Zhengwei (Harrison) Zhang

CONTACT INFORMATION

University of Texas at Austin
Department of Marketing
McCombs School of Business
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EDUCATION

University of Texas at Austin
PhD in Quantitative Marketing

Texas, United States
August 2021 – Present

Johns Hopkins University
Master of Science in Finance

Maryland, United States
July 2018 – August 2019

Lancaster University
Master of Science in Finance

Lancaster, United Kingdom
October 2017 – September 2018

Zhongnan University of Economics and Law
Bachelor of Management in Accounting

Wuhan, China
September 2013 – June 2017

RESEARCH INTERESTS

Methodological: Dynamic Linear Models, Neural Networks, and Bayesian Inference
Substantive: COVID-19, New energy vehicles, and Cryptocurrency

RESEARCH EXPERIENCE

Works in Progress

Domestic or Foreign, Transitory or Enduring?

— *Disparate Impact of COVID-19 on Restaurants in the U.S.: with Jason Duan*

Abstract - I study the heterogenous effects of the COVID-19 on restaurants from three categories—the U.S. quick-service chain restaurants, the U.S. full-service chain restaurants and the international restaurants and, particularly, whether the effects will persist in the long-time horizon. I apply the dynamic factor analysis (DFA) models to distill the common latent dynamic factors hidden behind the Google search trends of 55 representative restaurants between January 2017 and December 2021. Based on the results of the DFA models, I find that the COVID-19 have heterogenous impacts on different categories of the restaurants and all the impacts are transient. Finally, I provide insights for the policymakers and the investors in designing the COVID-19 related policies and strategies.

TEACHING EXPERIENCE

Principles of Marketing by Alain Lemaire

Teaching Assistant, University of Texas at Austin

August 2021 – December 2021

Principles of Marketing by Christopher Aarons

Teaching Assistant, University of Texas at Austin

January 2022 – May 2022

Information and Analysis by Ethan Pew

Teaching Assistant, University of Texas at Austin

August 2022 – December 2022

Sales Management and Strategy by Doug J. Chung

Teaching Assistant, University of Texas at Austin

January 2023 – May 2023

RELEVANT COURSEWORK

Marketing

- Behavioral Decision Research Raj Raghunathan

- Marketing Research Methods Rex Du
- Marketing Models I 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

- Introduction To Machine Learning Jyothi Vinjumur
- Optimization In Machine Learning Nhat Ho
- Monte Carlo Methods in Statistics Peter Muller, Sinead Williamson, and Jay Bartroff

WORKING EXPERIENCE

PwC

Intern, Audit Department

Shenzhen, China

January 2017 – February 2017

Ruisi Consulting Firm

Intern, Consulting Department

Guangzhou, China

July 2015 – August 2015

HONORS

- | | |
|---|------------------|
| Recruitment Graduate School College Fellowship | 2021, 2022, 2023 |
| McCombs School Fellowship | 2021, 2022, 2023 |
| Eugene and Dora Bonham Memorial Fund in History | 2023 |
| Hong Kong Institute of Certified Public Accountant Case Analysis Competition, National Top 30 Prize | 2015 |
| The Best Organizer of My Job My Way competition, ACCA Shanghai | 2015 |
| Excellent Academic Performance for Academic Year, 2nd Prize Scholarship | 2014, 2015 |

CERTIFICATIONS & SKILLS

Finance and Accounting: ACCA Affiliate (F1-F9, P1-P5 Passed with Honor Grade); CFA Level II Candidate

Computer: R, Python, MATLAB, Bloomberg, Stata

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