

Si Zuo

PhD Student in Economics
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Education

Cornell University, Ithaca, NY

PhD in Economics, Johnson Graduate School of Management & Economics Department,
September 2019 - Present

Hong Kong University of Science and Technology, Hong Kong

Master of Science, Economics, September 2018 - June 2019

Sun Yat-sen University, Guangzhou, China

Bachelor of Science, Economics, October 2014 - June 2018

Nagoya University, Nagoya, Japan

Exchange Student, October 2016 - February 2017

Research Interest

Industrial Organization, Online Markets and Platforms

Publication

Working in Progress

1. **Building Reputation in Online Platform**, with Yangguang Huang and Chenyang Li

Abstract: Many online platforms operate reputation systems to collect reviews and transmit quality information about firms and products. A high-quality firm has an incentive to set a low introductory price because it can accumulate favorable reviews from sales and signal high quality. We introduce the reputation system into the classical model with asymmetric quality information and consider a dynamic setting. Using data from Zaihang, a consulting service platform, we show empirical evidence that experts with high unobserved ability indeed adopt low introductory prices in practice. Also, the high-ability experts have a rising price path and declining sales path from the initial to later periods. In addition, more intense competition has negative impacts on high-ability experts' first-period reputation-building up process. Our findings provide implications for the design of reputation systems on online platforms.

2. **Stores Going Online: Market Expansion or Self Cannibalization?**, with Yangguang Huang and Chenyang Li

Abstract: With the rise of e-commerce, more and more chain stores have opened online sales channels. For one chain, there are usually one online store and many offline stores. Online stores may cannibalize the sales of the existing physical stores because of their advantage in lower shopping costs. On the other hand, the online sales channel is usually a tool for advertisement, which may expand the offline store's market. From our novel daily revenue data of 380 offline stores from 2016 to 2020, we identify

the countervailing cannibalization effect and the informative effect of opening up online branches on offline stores. We first use exogenous demand shocks (weather, Covid-19, and online shopping festivals) to provide solid evidence of these two effects. We then separately estimate these two effects by a structural model. We find that the cannibalization effect dominates the informative effect in most cases. The electronics category has the largest cannibalization effect, while the cosmetics and jewelry category has the smallest.

3. **Externality Within the Shopping Mall**, with Tianli Xia

Abstract: Many papers show there exists the externality among shops within a mall or shopping street, but there is little study about how the externality changes across space and categories. Using the novel daily data of 380 stores in a large mall from 2016 to 2020, we identify the externalities from anchor stores using the anchor stores' promotional events. We adopt a new IV for a store's promotion: the promotional events of the other stores under the same brand in the same city. Then we show how the externalities vary across floors, distance, and store categories, which is unique to the existing literature. Finally, we use simulations to illustrate how rent contracts and store allocations could internalize the externalities among shops and provide managerial suggestions.

Teaching Experience

Cornell University

Microeconomics Theory I (PhD Core Course)	Fall 2021
Teaching Assistant, with Prof. David Easley, Economics Department	
Microeconomics for Management (1-year MBA Core Course)	Summer 2021
Teaching Assistant, with Prof. Yi Chen, Johnson Graduate School of Management	
Strategy (Cornell-Tsinghua Finance MBA Core Course)	Winter 2021 & Spring 2021
Teaching Assistant, with Prof. Thomas Jungbauer, Johnson Graduate School of Management	
Microeconomics for Management (2-year MBA Core Course)	Fall 2020
Teaching Assistant, with Prof. Michael Waldman, Johnson Graduate School of Management	

Research Assistant Experience

Sept 2021-present, Research Assistant for Profs. Shanjun Li and Panle Jia Barwick, Cornell University
 Feb 2021-May 2021, June 2020, Research Assistant for Prof. Thomas Jungbauer, Cornell University
 July 2020- Dec 2020, Research Assistant for Prof. Marcel Preuss, Cornell University
 Sep 2018- June 2019, Research Assistant for Prof. Yuk Fai Fong, Hong Kong University of Science and Technology

Conference

2021, Asia-Pacific Industrial Organization Conference (NUS, Virtual); Emerging Markets Research Day (Cornell)
 2019, Asia Meeting of the Econometric Society (Xiamen University, China)

Referee Service

Journal of Industrial Economics

Professional Experience

Fall 2021-Present, Digitization Reading Group Organizer, Cornell University

Fall 2021-Present, TWIPS (Economics Graduate Students Works in Progress Seminar) Organizer, Cornell University

Spring 2021-Present, IO Student Reading Group Organizer, Cornell University

Spring 2021, Graduate Student Association for Economics Coordinator, Cornell University

Fellowships, Honors and Grants

Mar 2021, Strategy and Business Economics Small Grant, \$ 3,000, SC Johnson College of Business, Cornell University

Sept 2020, Passed with Distinction First Year PhD Sequence, \$ 1,000, Economics Department, Cornell University

2019-2024, Johnson Fellowship, Cornell University

2016-2017, JASSO Scholarship, Ministry of Education, Japan

Language

Chinese (Native)

English (Proficient)

Japanese (JLPT N1 Highest Level)

French (Intermediate)

Skills

Stata, R, Python, Matlab

November 28, 2021