Tinghan Zhang

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Research Interests

Applied Microeconometrics, Empirical Industrial Organization, Quantitative Marketing, Digital Economy

Education

Tilburg University — Tilburg, The Netherlands

Ph.D. Candidate, Econometrics — *Sep. 2020 - 2025 (Expected)*

- Supervisor: Prof. dr. Tobias Klein, dr. Christoph Walsh

Research Master, Economics (Cum Laude) — *Aug. 2018 - Aug. 2020*

Renmin University of China — Beijing, China

M.S., Quantitative Economics — *Sep. 2015 - Jul. 2018*

- Supervisor: Prof. Ran Tao

B.A., Economics and Mathematics — *Sep. 2011 - Jul. 2015*

Academic Experience

Teaching Assistant, Tilburg University

Tutorial lessons and assignment/exam gradings

Econometrics 3, Research Master — *2020 - Present*

- Panel Data, Time Series

Microeconometrics, Master — *2020 - Present*

- Treatment Effects, Survival Analysis, Non-/Semi-parametric Estimation

Research Assistant, Renmin University of China — Jan. 2016 - Feb. 2017

Working for Prof. Guangliang Ye, Renmin University of China

Visiting Researcher, Université de Genève — Sep. 2016 - Jan. 2017

Host: Prof. Harold Hau

Special Auditing Student, Kyoto University — Sep. 2014 - Feb. 2015

Host: Prof. Go Yano

Working Paper

"Preference Discovery in Consumer Search: Evidence from Checkout Abandonment", with Klein, T. and Walsh, C. B. T.

Common assumptions in economics suggest that when making purchase decisions, consumers maximize their utilities with choices that reflect their true preferences. This assumption has been extended to their search behaviors. However, in reality, consumers can learn their preferences while searching in the market ("preference discovery"). This paper proposes a sequential search model incorporating preference discovery, utilizing consumers' checkout abandonment behaviors. The model is applied to an online cellphone market in Kazakhstan, and we estimate it using detailed click-stream data. Our findings indicate that consumers underestimate their price sensitivity by 29.2%. With preference discovery, consumers gradually discover their preferences. When consumers purchase, they are 10.6% more sensitive compared to their first checkout.

"A Discrete Choice Structure for Optimal Sequential Search"

This paper proposes conditions to fully describe consumers' optimal solution in the market where product information is partially available and can only be revealed through sequential search. The structure built upon these conditions forms a rank-conditional discrete choice (RCDC) structure, which is more empirically advanced than the structure based on Weitzman's (1979) Optimal Search Rules. The structure is convenient for formalizing the joint probability of observations, specifying identification arguments, and implementing estimation without information loss. The RCDC structure generalizes the framework with limited search data, and is flexible for more complicated model variations.

Work in Progress

"Search Cost, Risk, and Financial Institutions Merger", with Wang. C

"Resource Curse or Not? The Influence of Resource Emport to China in Developing Countries", with Tao. R

Conferences and Seminars

2023-24: Tilburg Structural Econometric Group; Workshop on Digital Markets (WDM) 2024

2022-23: Tilburg Structural Econometric Group

2021-22: Tilburg Structural Econometric Group, GSS seminar

2015-16: China National Academic Forum for Industrial Economics Graduates

Honors and Awards

Tilburg University: *Cum Laude* Graduate, 2020
Tilburg University: Koopmans Scholarships, 2019, 2018
Renmin University of China: Excellent Graduate, 2018, 2015
Kyoto University: JASSO Scholarships, 2014

Professional Experience

China Banking Regulatory Commission Beijing, China
Intern in Bureau of Policy Research *Jun 2015 - Aug 2015*
Commercial bank data collection and analysis

Technical Skills

Languages: Chinese (native), English (fluent), Japanese (advanced)
Research Software: Matlab (extensive use), Stata (extensive use), R (intermediate), Python (beginner)
Application Software: LaTeX, Jupiter Notebook, Git

Personal Information

Date of Birth (dd/mm/yyyy): 08/05/1992
Sex: Male
Citizenship: China