

Jiahao Zhu

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EDUCATION

Sun Yat-sen University (SYSU), China

Sep/2022 – present

M.Res., Marketing (Concentration: Consumer Behavior)

Selected coursework: Empirical Research Methods in Management (95/100), Academic Norms and Thesis Writing (95/100), Econometrics (92/100)

Sun Yat-sen University (SYSU), China

Sep/2018 – Jun/2022

B.A., Business Administration (GPA: 3.9/4.0)

Selected coursework: Consumer Behavior (97/100), Evolutionary Psychology (87/100), Probability & Statistics (99/100), Econometrics (95/100), Advanced Econometrics (Ph.D. courses, audit), R Language (89/100)

Thesis: Emotional Expression and Market Performance: A Network Perspective (A, Outstanding Thesis Award)

ATTENDED WORKSHOPS

Complexity Interactive 2023, Santa Fe Institute

Oct/2023 (expected)

Consumer Behavior Research, Sun Yat-sen University

Feb/2021 – present

Management and Corporate Finance Research, Sun Yat-sen University

Sep/2019 – Feb/2021

RESEARCH INTERESTS

Emotional Expression; Psychological Networks; Psychological Formal Model

WORKING PAPERS

Unveiling the Effect of Emotion Co-Expressions: A Network Approach

with Prof. Zengxiang Chen (SYSU)

Complementary data collection and analysis stage

- Built on my bachelor thesis, this paper attempts to depict emotion co-expressions in a network form and explore the effect of co-expression structure on receivers' perceptions and behaviors.
- Conducted a systematic literature review on (1) emotional expression in social psychology; (2) sentiment analysis in computer science (3) network analysis in mathematics and social science.
- Developed hypothesis based on the emotion contagion and information process theory.
- Developed and programmed tools for cleaning and analyzing transcript data with *R*.
- Analyzed 100,000+ observations from two famous crowdfunding platforms over 10 years with *R* and *Stata*.
- Presented current method and result in *Annual Conference of JMS China* (Doctoral Consortium, 2022) and *CMAU Annual Academic Conference* (Doctoral Consortium, 2022).

The Effect of Brand Warmth and Competence: A Meta-Analysis

with Prof. Chenming Peng (UIBE) and Prof. Zengxiang Chen (SYSU)

Data analysis stage

- This paper conducts a comprehensive meta-analysis of the effects of brand warmth and competence.
- Reviewed psychological literature on the theory of mind and the Stereotype Content Model.
- Sourced more than 17,000 relevant papers from databases (e.g., INFORMS, Google Scholar, and PsycInfo).
- Filtered 587 target papers based on their titles, abstracts, and main content.
- Coded effect sizes and additional details for each paper ($N = 1,201$) to set up data for meta-analysis.
- Conducted average effect size analysis and moderator analysis with *metafor* package in *R*.

RESEARCH EXPERIENCES

Research Assistant

Dec/2022 – Jan/2023

to Prof. Chenming Peng (UIBE) and Prof. Zengxiang Chen (SYSU)

Project: The Effect of Product Aesthetic: A Meta-Analysis

- Assisted in performing a literature review focused on moderator effects of three variables.
- Assisted in collecting and downloading 100+ papers as well as filtering out 32 relevant papers.
- Created a VBA program that automatically highlights keywords in Excel files.

Research Assistant

Feb/2022 – May/2022

to Prof. Zengxiang Chen (SYSU)

Project: The Effect of Growth Mindset on Second-Hand Product Consumption

- Assisted in reviewing 34 studies on growth mindset in social, educational, and romantic psychology.
- Developed a theoretical model proposing self-expansion as a potential mediator.
- Worked on the pilot study design, including modifying the self-expansion scale for the consumption context, making experimental materials with *Photoshop*, and designing and distributing a questionnaire with *Credamo*.
- Analyzed study data ($N = 432$) with *R*, including manipulation and attention check as well as ANOVA.

Project Leader (4 members)

Apr/2021 – Dec/2021

supervised by Prof. Xuezhi Zhang (SYSU)

Project: CEO Traits and Firm Risks: Evidence from Machine-Learning Method

- Funded by the Ministry of Education of the P. R. China (Undergraduate Innovation Training Program).
- Led a systematic literature review on the Big Five and corporate risks as well as hypothesis development.
- Directed a team of 20+ assistants in collecting S&P 500 firms' quarterly earnings calls from 2002 to 2018, compiling over 10,000 observations from 3,000+ companies.
- Led and participated in the main and moderating effect analysis with *Stata*.
- Drafted and revised three versions of manuscripts. Presented findings in international conferences like *Financial Market and Corporate Governance* and *Camphor Conference of Finance and Economics* (2021).

ORGANIZATIONAL ACTIVITIES

Organizer and Presenter of Workshop on Causal Inference

Sep/2023 – present

- This workshop aims to give students interested in research a basic understanding of causal inference.
- This workshop discusses (1) what is scientific theories and what role causal inference plays in them; (2) what is causality; (3) how to assume and infer a causal relationship with the causal diagram; and (4) the potential applications of causal inference in marketing and psychology research.
- Presenting 30min per week (5 times so far, the slides have been shared on my website).

Member of Swarma Club

Nov/2022 – present

- This club is the most influential scientific community in China focusing on complex systems.
- Attended study groups on Computational Social Science, Artificial Intelligence, and Causal Emergence.

Organizer of Tangping Seminar

Jun/2021 – present

- The seminar involves three people (two Ph.D. students and myself) meeting weekly for an hour to share intriguing papers, explore research ideas, and provide study feedback to each other.

TEACHING EXPERIENCES

Teaching Assistant (SYSU)

Sep/2020 – Jun/2022

- Undergraduate courses: Behavioral Finance, Consumer Behaviour, and Econometrics

AWARDS & PRIZES

Sep/2022	1 st class	National Scholarship, Ministry of Education of P.R. China
Sep/2021	2 nd class	Outstanding Student Scholarship, Sun Yat-Sen University
Sep/2020	2 nd class	Outstanding Student Scholarship, Sun Yat-Sen University
Sep/2019	3 rd class	Outstanding Student Scholarship, Sun Yat-Sen University

MISCELLANEOUS

Languages:	Mandarin (native), English (IELTS 7.5)
Programmings:	R, Stata, Python, SPSS, G*Power, Mathematica, LaTeX
Research Skills:	Experiment Design, Questionnaire Design, Psychological Statistics, Causal Inference, Meta-Analysis, Network Analysis, Text Analysis