Curriculum Vitae - Dr. Zhao Yang

Contact Information

Senior Research Associate at the University Research Priority Program (URPP) on Social Networks
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Content

Short Profile 2
Education 3
Academic and Professional Experience 3
Publications 3
Conference and workshop 3
Teaching 4
Supervision of Theses 4
Academic Services 4

Short Profile

Zhao Yang is a Senior Research Associate at the Chair for Marketing and Market Research and at the URPP Social Networks at the University of Zurich. After finishing his bachelor degree in Lyon, France, he came to Switzerland. He finished his master degree in Physics at the École Polytechnique Fédérale de Lausanne (EPFL) with a thesis on complex networks. In 2017, he obtained his doctoral degree in Business Administration at the University of Zurich. He enjoys working with the team to learn and apply quantitative methods to analyse marketing problems in the field of customer communities and social networks. In his spare time, he likes table tennis and movies.

Research focus: consumer behavior, social networks, user generated content, marketing ethics

Methodological focus: time series analysis, social network analysis

Education

01/2013–03/2017	UNIVERSITY OF ZURICH, SWITZERLAND Doctorate in Business Administration (Grade: „summa cum laude“). PhD thesis: Unethical Customer Behavior – Causes, Consequences, Detection and Managerial Implications.
09/2010-08/2012	ECOLE POLYTECHNIQUE FEDERALE DE LAUSANNE, SWITZERLAND Master in Physics. Master thesis: Detection of Communities in Complex Networks.
09/2006-06/2010	UNIVERSITE CLAUDE BERNARD LYON 1, FRANCE Bachelor in Physics. Joint Bachelor's Degree Program with Wuhan University, China (09/2006 – 08/2008)

Academic and Professional Experience

09/2018-	UNIVERSITY OF ZURICH, SWITZERLAND Senior research associate, Chair for Marketing and Market Research and University Research Priority Program on Social Networks
01/2013-	UNIVERSITY OF ZURICH, SWITZERLAND Member of the University Research Priority Program on Social Networks.
01/2013-	UNIVERSITY OF ZURICH, SWITZERLAND Teaching assistant.
05/2017-07/2017	NEW YORK UNIVERSITY SHANGHAI, CHINA Visiting postdoctoral fellow, Center for Business Education and Research.
04/2017-08/2018	UNIVERSITY OF ZURICH, SWITZERLAND Postdoctoral researcher, Chair for Marketing and Market Research.

Publications (3)

(3) Yang, Z., Algesheimer, R., & Dholakia, U. M. (2017). When Ethical Transgressions of Customers Have Beneficial Long-Term Effects in Retailing: An Empirical Investigation. *Journal of Retailing*, vol. 93 (4), 420-439. DOI: 10.1016/j.jretai.2017.09.005.

(2) Yang, Z., Perotti, J. I., & Tessone, C. J. (2017). Hierarchical Benchmark Graphs for Testing Community Detection Algorithms. *Physical Review E*, vol. 96(5), 052311. DOI: 10.1103/PhysRevE.96.052311.

(1) Yang, Z., Algesheimer, R. & Tessone, C. (2016): A Comparative Analysis of Community Detection Algorithms on Artificial Networks, *Scientific Reports*, vol. 6, 30750, DOI: 10.1038/srep30750.

Conference and workshop (6)

(6) Evaluating Hierarchical Community Detection Algorithms in Artificial Networks, THE PIIK: 2nd Symposium on Network Science, Zürich, Switzerland, 2018, (together with Perotti, J. I., Román, M., & Tessone, C. J.).

(5) A Comparison of Hierarchical Community Detection Algorithms, Complex Networks 2017, The 6th International Conference on Complex Networks and Their Applications, Lyon, France, 2017, (together with Perotti, J. I., & Tessone, C. J.).

(4) The Impact of Customers' Minor Ethical Transgressions: An Empirical Analysis, The Second Sino-Swiss Workshop on Big Data Research, Hangzhou, China, 2017, (together with Algesheimer, R., & Dholakia, U. M.).

(3) A Comparative Analysis of Community Detection Algorithms on Artificial Networks, NetSci 2016, International School and Conference on Networks Science, Seoul, Korea, 2016, (poster, together with Algesheimer, R., & Tessone, C. J.).

(2) Fraud Behavior on an Online Shopping Platform, International Conference on Computational Social Science, Helsinki, Finland, 2015, (together with Tanase, R., Tessone, C. J., & Algesheimer, R.).

(1) The Impact of Fraud Behavior on an Online Shopping Platform, 36th Marketing Science Conference, Atlanta, USA, 2014, (together with Algesheimer, R.).

Teaching

As a Teaching assistant at the University of Zurich

FS19	R – A Non Technical Introduction with Application to Marketing (BA block course)
HS18	R – A Non Technical Introduction with Application to Marketing (BA block course)
FS18	R – A Non Technical Introduction with Application to Marketing (BA block course)
HS17	Network Theory and Analysis (MA seminar)
HS16	Network Analytics I (BA seminar)
FS15	Marketing and Social Networks II (MA seminar)
FS14	Marketing and Social Networks II (MA seminar)
HS14	Marketing and Social Networks (BA seminar)
HS13	Marketing and Social Networks (BA seminar)

Supervision of theses

Completed Master theses

2018	Denis Krebs, Mapping Information Spreading to Improve Communication: The Case of ONE Smart Solution.
2014	Alexandre Guinand, Fraud Detection – Overview and application of theories and concepts.

Completed Bachelor theses

2016	Manuel Schnurrenberger, Cheating – A review project on fraudulent behavior.
2016	Nikola Vukajlovic, Media Bias – A review project on media bias.

Academic Services

Reviewer for PLOS ONE