

Steve (Shitai) Zhang

Phone: +1 (984)888-7028 | Email: steve.zhang@stern.nyu.edu | Website: steveshitaizh.github.io

EDUCATION

New York University <i>Ph.D. in Quantitative Marketing</i>	New York, NY <i>Aug. 2021 – Now</i>
Columbia University <i>M.S. Marketing Science</i>	New York, NY <i>Aug. 2017 – Jun. 2018</i>
Duke University <i>M.A. Economics</i>	Durham, NC <i>Aug. 2015 – Jun 2017</i>
Nankai University <i>B.A. Economics</i>	Tianjin, China <i>Sep. 2011 – Jun 2015</i>

RESEARCH INTERESTS

Substantive: Green Durables, Carbon Label, Consumer Search, Digital Platform, Financial Constraint, AI
Methodological: Structural Model, Econometrics, Causal Inference, Machine Learning

WORKING PAPER

Co-Adoption of Durable Green Technologies and Financial Constraints

Steve Zhang, Bryan Bollinger, Kenneth Gillingham

Job Market Paper

Carbon Labels and Consumer Flight Choices

Steve Zhang, Raluca Ursu

*Revise and Resubmit, **Marketing Science***

Nature Exposure and Sustainable Product Purchases

Bryan Bollinger, Emma Gu, Uma Karmarkar, Randi Kronthal-Sacco, Steve Zhang and Levin Zhu

*Repositioning for **Journal of Consumer Research***

ONGOING RESEARCH

AI Agents vs. Consumers in Search: The Role of Vertical and Horizontal Differentiation

with Raluca Ursu

Disintermediation, Platform Competition and Ranking Algorithm

with Hanlin Zhao

How Capacity Constraints in Sharing Economy Impact Consumer Welfare

with Masakazu Ishihara

FELLOWSHIPS AND AWARDS

<i>Best in Track Paper for the Consumer Protection, Public Policy and Regulation (2026 AMA Winter)</i>	<i>2026</i>
<i>NYU Climate Doctoral Fellowship (Inaugural Cohort)</i>	<i>2025</i>
<i>NYU James T. Clifford and Steckman Doctoral Fellowship</i>	<i>2024, 2025</i>
<i>ISMS Doctoral Consortium Fellow</i>	<i>2023, 2025</i>
<i>NYU Stern Ph.D. Fellowship</i>	<i>2021-2026</i>
<i>M.A. Merit Scholar Award, Economics Department of Duke University</i>	<i>2015-2017</i>
<i>Scholarships, Nankai University</i>	<i>2012-2014</i>

GRANTS

<i>NYU Stern Center for Sustainable Business Research Grant (\$5,000)</i>	<i>2026</i>
<i>NYU Stern Center for Global Economy and Business Research Grant (\$1,250)</i>	<i>2025</i>
<i>NYU Stern Center for Sustainable Business Research Grant (\$15,000, maximum amount)</i>	<i>2024</i>
<i>NYU Stern Marketing Henry Assael Research Grant (\$4,250)</i>	<i>2023</i>

TEACHING EXPERIENCE

Instructor

<i>Introduction to Marketing (Undergraduate) 4.5/5.0; 47 Enrollments.</i>	<i>Summer 2024</i>
---	--------------------

Teaching Assistant (Level; Instructor)

<i>Data Driven Decision Making (MBA/MS; Vishal Singh, Xiao Liu)</i>	<i>Fall 2023, Spring 2025</i>
<i>Intro to Marketing (Undergraduate; Raluca Ursu)</i>	<i>Spring 2024/25/26</i>
<i>Marketing (EMBA/MBA; Priya Raghubir)</i>	<i>Fall 2025</i>
<i>Marketing and Sustainability (EMBA/MBA; Bryan Bollinger)</i>	<i>Fall 2022, Spring 2023, Fall 2024</i>
<i>Pricing (MBA; Masakazu Ishihara)</i>	<i>Spring 2024</i>

PRESENTATION

<i>Winter AMA Competitive Paper, Virtual</i>	<i>2026</i>
<i>47th ISMS Marketing Science Conference, Washington, D.C.</i>	<i>2025</i>
<i>45th ISMS Marketing Science Conference, Miami, FL</i>	<i>2023</i>
<i>44th ISMS Marketing Science Conference, Virtual</i>	<i>2022</i>

PH.D. COURSEWORK

Quantitative Marketing

<i>Quantitative Applications in Marketing I</i>	<i>Tülin Erdem</i>
<i>Quantitative Applications in Marketing II</i>	<i>Eitan Muller</i>
<i>Advanced Empirical Methods</i>	<i>Masakazu Ishihara</i>
<i>Empirical Models in Marketing @ Columbia University</i>	<i>Oded Netzer</i>

Behavioral Marketing

<i>Behavioral Applications in Marketing I</i>	<i>Andrea Bonezzi</i>
<i>Behavioral Applications in Marketing II</i>	<i>Minah H. Jung</i>
<i>Research Methods</i>	<i>Joel H. Steckel</i>

Economics

<i>Econometrics (Econ Ph.D. Core) @ NYU GSAS</i>	<i>Quang Vuong & Konrad Menzel</i>
<i>Econometrics (Econ Ph.D. Core) @ Duke GSAS</i>	<i>Federico Bugni & Matthew Masten</i>
<i>Industrial Organization I (I.O. Specialization Track) @ NYU GSAS</i>	<i>Boyan Jovanovic</i>
<i>Industrial Organization II (I.O. Specialization Track) @ NYU GSAS</i>	<i>Daniel Waldinger</i>
<i>Empirical Industrial Organization (I.O. Specialization Track) @ NYU Stern</i>	<i>Christopher Conlon</i>
<i>Doctoral Seminar in Digital Economics @ NYU Stern</i>	<i>Arun Sundararajan</i>
<i>Macroeconomics (Econ Ph.D. Core) @ NYU GSAS</i>	<i>Corina Boar</i>
<i>Microeconomics (Econ Ph.D. Core) @ Duke GSAS</i>	<i>Curtis R. Taylor & Philipp Sadowski</i>

Machine Learning

<i>Machine Learning</i>	<i>He He & Tal Linzen</i>
<i>Deep Learning</i>	<i>Yann Lecun & Mengye Ren</i>
<i>Inference and Representation</i>	<i>Joan Bruna</i>

INDUSTRY EXPERIENCE

OMD USA

Data Scientist, fully committed to Nissan

New York, NY

2019 – 2021

SKILLS

Computer Languages: Matlab, R, Python, BASH, C

Languages: Mandarin Chinese (Native)

REFERENCES

Bryan K. Bollinger (Co-Chair)

Professor of Marketing and Economic Policy
Tuck School of Business at Dartmouth College
Email: bryan.k.bollinger@tuck.dartmouth.edu

Raluca M. Ursu (Co-Chair)

Associate Professor of Marketing
NYU Stern School of Business
Email: rursu@stern.nyu.edu

Masakazu Ishihara

Associate Professor of Marketing
NYU Stern School of Business
Email: mi25@stern.nyu.edu

Tülin Erdem

Leonard N. Stern Professor of Business
NYU Stern School of Business
Email: te17@stern.nyu.edu