

Runyang Shu

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EDUCATION

The University of Texas at Austin, McCombs Business School
Ph.D. program in Marketing

Current

ESSEC Business School, France
Master's in management

Sept 2019 – Jun 2021

- GPA: 15.7/20 - A on Campus France Scale; GMAT: 730(Quant:51/51)
- Awarded Eiffel Scholarship of Excellence
- Courses: Product Management (19), Consumer Behavior (17), Marketing Management (15)

Beijing Foreign Studies University, China

Sept 2015 - Jun 2019

Bachelor's in Business Administration (Minor in English)

- GPA: 3.5 / 4.0 (4th place in Business Administration Major)
- Major Courses: Consumer Behavior (4.0), International Trade Practice (4.0), Marketing (4.0)
- Math & Statistic Courses: Advanced Mathematics, Linear Algebra, Probability Theory, and Mathematical Statistics
- Awarded the 3rd Prize in the Beijing Foreign Studies University Scholarship

RESEARCH EXPERIENCE

ESSEC Business School, Paris

Research Assistant

June 2020- Sept 2020

- Cooperated with Professor Jung Won Lee on the project of "Lay theories of social relations" (paper in progress)
- Performed literature reviews of articles on how networks are defined, constructed, and measured
- Collected data from multiple databases including IMDB, UKTW, etc. using web scraping (Python) and then constructed network diagrams of the individuals with the data

INSEAD Business School, Fontainebleau

Research Assistant

Mar 2020 – May 2020

- Assisted Professor David Dubois and Professor Abhishek Borah on the paper "*When Veblen Meets Big Data: A Search-Based Index of Brand Conspicuousness*" (paper in progress)
- Scraped raw data of luxurious automobiles searches from Google Trends using Python, and further processed them into datasets used for index calculations and regressions in the article
- Conducted qualitative searches through different databases such as Lexis Nexis and Google News on details of the automobiles as a reference for the paper

ESSEC Business School, Paris

Research Assistant

Sept 2019 – May 2020

- Worked with Professor Albert Bemmaor on several projects, notably on the article "*Matching consumer panel data with store-level sales data in new-product launches*" (paper in progress)
- Organized raw datasets of retail tracking records from Erim Kilts Center (Chicago Booth) to arrays for model estimation
- Performed model parameters estimation using regressions, curve fitting, optimization, and other machine learning methods with MATLAB

UNESCO, Beijing

Research Assistant

Jan 2019 - Apr 2019

- Responsible for document drafting, data collection, data processing of the project *Rural Area Education Plan of Smart Village Niger*, which is successfully published as an internal official UNESCO document
- Analyzed data of education status in rural Nigerian villages into formal documents used as a data source for UNESCO
- Constructed the model of evolution of funding for the supporting policies of women and girls in education in Niger

SKILLS & INTERESTS

- Languages: English (Advanced, TOFEL 111), French (Intermediate, B2), Chinese (Native)
- Computer: MATLAB (advanced), Python (advanced), R(intermediate), familiar with machine learning methods
- Interests: Electric guitar (played lead guitarist for 2 years), Badminton (2nd provincial prize)

RESEARCH INTEREST

- Marketing Diffusion
- Search Advertising
- Machine learning in Marketing