

# ZHUORAN LU

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## POSITIONS

2024 – Assistant Professor, ACEM, Shanghai Jiao Tong University  
2018 – 2024 Assistant Professor, School of Management, Fudan University  
2019 Visiting Scholar, MIT Sloan School of Management

## EDUCATION

2018 Ph.D. in Economics, UCLA  
- Co-Advisors: Simon Board and Moritz Meyer-ter-Vehn  
2012 B.A. in Economics, Tsinghua University  
B.A. in Law (double major), Tsinghua University

## RESEARCH INTERESTS

Contract Theory, Organizational Economics, Network Economics, Digital Economy

## WORKING PAPERS

“Selling Signals”, R&R at *Journal of Economic Theory*  
“Network-Based Peer Monitoring Design” (with Yangbo Song), R&R at *Journal of Economic Theory*  
“Leveraging Network Effects for Connected Products: Strategies and Implications for the Value Chain” (with Yifan Dou, D.J. Wu and Jian Chen), R&R at *MIS Quarterly*  
“Competitive Nonlinear Pricing for Signals”  
“Relational Contracts in Usage-Based Insurance” (with Jiajia Cong)  
“Data-Driven Hold-Up and Relational Contracts” (with Limei Chen)

## GRANTS

2023.01 – 2025.12, Principal Investigator, “Optimal Pricing for Signaling Goods: Information Structure and Market Structure”, National Natural Science Foundation of China  
2022.01 – 2026.12, Member, “Research on Scientific Antitrust Regulation in the Digital Economy”, The Key Project of National Natural Science Foundation of China  
2024.01 – 2027.12, Member, “Research on Market Design, Pattern of Data Trade and Participant Incentive Mechanism of Data Factor”, National Natural Science Foundation of China

## **TEACHING**

Shanghai Jiao Tong University

- Mathematical Methods for Economics (graduate)

Fudan University

- The Theory of the Firm (graduate)

- Contract Theory (graduate)

- Microeconomic Theory (undergraduate)

- Macroeconomic Theory (undergraduate)

UCLA

- Microeconomic Theory (undergraduate)

## **SEMINAR AND CONFERENCE PRESENTATIONS**

2024 SUFE, CMGTA 2024, GAMES 2024 (scheduled)

2023 Tsinghua, WHICEB, Jinan, AMES, Tsinghua BEAT, ECUST, LNU, HUST, Fudan, Tongji, HKEA Biennial Conference, APIOC, SJTU

2022 AMES, CMES, SAET, CES

2021 CMES, UIBE, XMU

2020 PKU, SUFE, ECNU

2019 MIT Sloan, CUHK-SZ, ECUST, SUFE, UIBE, Nankai, AMES, SAET

2018 Tsinghua, Cornell Johnson, Fudan, Nanjing International Conference on Game Theory

2017 NASME

2016 15th Annual Columbia/Duke/MIT/Northwestern IO Theory Conference

## **FELLOWSHIPS, HONORS AND AWARDS**

Marcia and Herbert Howard Graduate Fellowship (Research Award), UCLA, 2017

Dissertation Year Fellowship, UCLA, 2017

Journal of Industrial Economics Fellowship (Research Award), 2016

Teaching Assistant Fellowship, UCLA, 2013-2017

Best Paper Award, 3rd National Conference for Undergrad Research in Economics, 2011

First Prize Academic Achievement Scholarship, Tsinghua University, 2011

Excellent Student Leader, Tsinghua University, 2011

## **PROFESSIONAL ACTIVITY**

Referee for *Economic Modelling*, *Journal of Mathematical Economics*, *Journal of Economic Theory*, *Management Science*, *Review of Economic Design*, *China Economic Quarterly*, *China Economic Studies*

## **LANGUAGES AND SKILLS**

Languages: Chinese (native), English (fluent)

Computer Skills: C/C++, MATLAB, MATHEMATICA, STATA