

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

PUBLICATIONS

“Selling Signals”
Journal of Economic Theory 224 (2025), 105966.

“Network-Based Peer Monitoring Design” (with Yangbo Song)
Journal of Economic Theory 224 (2025), 105969.

WORKING PAPERS

“Leveraging Network Effects for Connected Products: Strategies and Implications for the Value Chain” (with Yifan Dou, D.J. Wu and Jian Chen), minor revision at *MIS Quarterly*

“Competitive Nonlinear Pricing for Signals”

“Real-Time Monitoring and 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

- Advanced Microeconomics II (graduate)
- 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

- 2025 1st Asian Conference on OrgEcon (scheduled), University of Macau (scheduled)
- 2024 SUFE, CMGTA 2024, GAMES 2024, ECUST, SUFE Business, OEW 2024
- 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