

# 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,” Forthcoming at *Journal of Economic Theory*  
“Network-Based Peer Monitoring Design,” (with Yangbo Song), Forthcoming at *Journal of Economic Theory*

## 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