ZHUORAN LU

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POSITIONS

2026 –	Associate Professor, ACEM, Shanghai Jiao Tong University
2024 – 2026	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, Information Economics, 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.

"Leveraging Network Effects for Connected Products: Strategies and Implications for the Value Chain" (with Yifan Dou, D.J. Wu and Jian Chen)
MIS Quarterly 50.2 (2026): 641-672

WORKING PAPERS

"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).

"Retain or Release: Relational Knowledge Transfer with Externalities," (with Weicheng Min).

GRANTS

2027.01 – 2030.12, Principal Investigator, "Intellectual Property Protection and Innovation Incentive Design: A Relational Contract Perspective," National Natural Science Foundation of China.

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.

ADVISING

Ph.D. Students (graduation year, first job)

- Limei Chen (2025, South China Normal University)

Master Students (graduation year, first job)

- Chengwei Ye (expected 2027)

TEACHING

Shanghai Jiao Tong University

- The Theory of the Firm (undergraduate)
- 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)

FELLOWSHIPS, HONORS AND AWARDS

- 2026 Yang Ruilong Award for Research in Organizational Economics (Paper Award)
- Excellence Award in the 2025 Annual Performance Evaluation, ACEM
- China Information Economics Society 2025 Innovative Research Paper Award
- Best Paper Award, 2025 China Information Economics Society Annual Conference
- Marcia and Herbert Howard Graduate Fellowship (Research Award), UCLA, 2017
- Dissertation Year Fellowship, UCLA, 2017
- Journal of Industrial Economics Fellowship (Research Award), 2016
- 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

SEMINAR AND CONFERENCE PRESENTATIONS

2026 HKUST, HKU, RUC School of Finance, CMGTA' 2026, 2026 SJTU Microeconomics Workshop, 2026 Digital Economy Workshop

2025 1st Asian Conference on OrgEcon, University of Macau, 2025 China Conference on Organizational Economics, Fudan, 2025 Shanghai Microeconomics Workshop, ESWC 2025, 2025 China Information Economics Society Annual Conference, Sun Yat-Sen University, HKUST (Guangzhou), CUFE, UIBE, Wuhan, HEAT 2025

2024 SUFE, CMGTA 2024, GAMES 2024, ECUST, SUFE Business, OEW 2024

2023 Tsinghua, WHICEB 2023, Jinan, AMES 2023, Tsinghua BEAT 2023, ECUST, LNU, HUST, Fudan, Tongji, 11th HKEA Biennial Conference, APIOC 2023, SJTU

2022 AMES 2022, CMES 2022, SAET 2022, CES 2022

2021 CMES 2021, UIBE, Xiamen University

2020 PKU, SUFE, ECNU

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

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

2017 NASME 2017

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

PROFESSIONAL ACTIVITY AND SERVICE

- Referee: *Economic Journal, Economic Modelling, Economic Theory, Information Systems Research, Journal of Mathematical Economics, Journal of Economic Theory, Labour Economics, Management Science, RAND Journal of Economics, Review of Economic Design, China Economic Quarterly, China Economic Studies*
- Department Service: Seminar Coordinator, Recruiting Co-Chair (2025-2026)
- Conference Organization: SJTU Microeconomics Workshop
- Professional Service: Committee Member, Committee on Microeconomic Theory and Behavioral Economics, China Economics Annual Conference

PERSONAL INFORMATION

Languages: Chinese (native), English (fluent)

Family: Happily married to Xiayiding Zhou, proud father of Lingxi Lu