Cheng Chou

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EMPLOYMENT

2023–	**Manager, Data Science**, *Discover Financial Services*, Remote
2022–2023	**Visiting Scholar**, *University of California, Riverside*, Riverside, CA
2016–2022	**Assistant Professor of Economics (tenured in 2019)**, *University of Leicester, School of Business*, Leicester, UK

EDUCATION

August 2016	**PhD, Economics**, *University of Southern California*, Los Angeles, CA
July 2010	**MA, Economics**, *Peking University*, Beijing, China
July 2006	**BA, Economics**, *Hunan Normal University*, Changsha, China

PUBLICATIONS

o Chou, Cheng, and Vineet Kumar. 2024. "Estimating Demand for Subscription Products: Identification of Willingness to Pay Without Price Variation." *Marketing Science.*

o Chou, Cheng, and Ruoyao Shi. 2021. "What time use surveys can (and cannot) tell us about labor supply." *Journal of Applied Econometrics*, 36: 917–937.

o Liu, Zilan, Qianwen Zheng, and Cheng Chou. 2019. "养老保险对劳动供给和退休决策的影响 [Impact of the Basic Pension Program on Labor Supply and Retirement Decisions: An Empirical Analysis Based on the China Health and Retirement Longitudinal Study]." 经济研究 [*Economic Research Journal*], (in Chinese), 151–167.

o Chou, Cheng, and Tim Derdenger, and Vineet Kumar. 2019. "Linear estimation of aggregate dynamic discrete demand for durable goods: overcoming the curse of dimensionality." *Marketing Science*, 38: 888–909.

o Chou, Cheng, and Chia-Shang J. Chu. 2011. "Market timing: recent development and a new test." *Economics Letters*, 111: 105–109.

o Chou, Cheng, and Chia-Shang J. Chu. 2010. "Testing independence of two autocorrelated binary time series." *Statistics & Probability Letters*, 80: 69–75.

o Chou, Cheng, and Xiaoju Huang. 2005. "随机影响下的复合环境政策 [Mixed Environmental Policy under Climate Shocks]." 数量经济与技术经济研究 [*Journal of Quantitative & Technological Economics*], (in Chinese).

WORKING PAPERS

o We Can Do Better: Effects of Government Incentives on EV Adoption, reject & resubmit at *Marketing Science*, 2024, with Tim Derdenger

o Identification and Estimation of Nonstationary Dynamic Binary Choice Models, under review at *Journal of Econometrics*, 2024, with Geert Ridder and Ruoyao Shi.

o The Power of Free: Consumer Choice in Freemium Market, with Hai Che and Peng Liu, 2023

o Utilizing Two Types of Survey Data to Enhance the Accuracy of Labor Supply Elasticity Estimation, with Ruoyao Shi, 2019.

WORK IN PROGRESS

o What Are Effective Forms of Assistance to Advance Homeownership for Disadvantaged Households?, with Ruoyao Shi

AWARDS

o Finalist for the Superstar Award, University of Leicester, 2021/22

- Superstar Award is the student-nominated, university-wide highest award of teaching excellence.

o Fellow of the Higher Education Academy, UK, 2019

o The Best Third Year Paper Award, Department of economics, USC 2013

o The Best Second Year Paper Award, Department of economics, USC 2012

o College Graduate Merit Award, USC 2010

TEACHING & MENTORING

o Topics in applied econometrics (2017–2022)

o Econometrics III (2017–2022)

o Mentor about 10 undergraduate students each year at University of Leicester, 2017–2021

- I met face-to-face, individually with my mentees 3 times a semester to provide personalized advice on study, life and career. More meetings were conducted based on mentees' need. Many of my most disadvantaged mentees pursued postgraduate education in top programs (one at London School of Economics and Political Science, one at University College London) or were hired by highly sought-after employers (one by KPMG, one by Royal Bank of Scotland) in UK.

PROFESSIONAL SERVICE

o Chairperson, Microeconomics Curriculum Committee, University of Leicester, 2018–2022

o Internal examiner of the PhD viva exam for Yongli Wang (University of Essex), 2019

o Internal examiner of the PhD viva exam for Laura Harvey (University of East Anglia), 2019

o External assessor of Social Sciences and Humanities Research Council of Canada, 2020/21.

o Referee for *Management Science, Journal of Choice Modelling.*

CONFERENCE AND SEMINAR PRESENTATIONS

o 2023

- The 2023 Summer Institute in Competitive Strategy (Haas School of Business, University of California, Berkeley)
- The 17th Annual UT Dallas Frank M. Bass FORMS Conference (Naveen Jindal School of Management, The University of Texas at Dallas)

o 2022

- University of California, Riverside, Econometrics Seminar (Riverside, CA, US)

o 2021

- The Ohio State University, Econometrics Seminar (Columbus, Ohio, US)

o 2020

- The 14th Annual UT Dallas Frank M. Bass FORMS Conference (Naveen Jindal School of Management, The University of Texas at Dallas)

o 2019

- 3rd Conference on Structural Dynamic Models (Chicago, US)
- Canadian Economics Association Annual Conference (Banff, Canada)
- Econometric Society Asian Meeting (Xiamen, China)
- UCLA Applied Economics Seminar (Los Angeles, US)
- Tilberg University Econometrics Seminar (Tilberg, Netherlands)
- UCL School of Management Research Seminar (London, UK)
- University of Sheffield Economics Seminar (Sheffield, UK)
- University of Cambridge Judge School of Business Research Seminar (Cambridge, UK)
- University of Toronto (Toronto, Canada)

o 2018

- North American Econometric Society Winter Meeting (Philadelphia, US)
- UC Riverside Econometrics Seminar (Riverside, CA, US)

o 2016

- UC San Diego Econometrics Seminar (San Diego, US)
- UC Davis Econometrics Seminar (Davis, US)
- UC Davis Agricultural and Resource Economics (Davis, US)

o 2015

- World Congress of Econometric Society (Montreal, Canada)
- California Econometrics Conference (Los Angeles)