

ZHENGLIANG YANG

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EDUCATION

Michigan State University <i>Ph.D. in Agricultural, Food, and Environmental Economics</i>	2022-Present East Lansing, USA
University of Idaho <i>M.S. in Applied Economics, Recipient of 2022 Outstanding Graduate Student</i>	2020-2022 Moscow, USA
Catholic University of Leuven <i>M.S. in Economics</i>	2019-2020 Leuven, Belgium
Sichuan Agricultural University <i>B.S. in Economics</i>	2012-2016 Chengdu, China

TECHNICAL SKILLS

Programming & Technical Skills: Python, R, SQL, MATLAB, L^AT_EX
Statistical & Quantitative Methods: Time series (e.g., ARIMA, VAR), panel data (e.g., fixed/random effects, DiD), causal inference and impact evaluation (e.g., PSM, IV, RD)
Machine Learning & NLP: scikit-learn, TensorFlow, Keras, NLTK, topic modeling, text classification
Visualization & Dashboarding: PowerBI, Tableau, ggplot2, Matplotlib, Seaborn, Excel
Languages: English (Advanced), Chinese (Native)

PROJECT & RESEARCH EXPERIENCE

Food Choice Research Lab, Michigan State University <i>Research Assistant</i>	Aug 2022 - Present East Lansing, USA
<ul style="list-style-type: none">Identified how video format (animation vs. live-action) and length (under 2 vs. 5 minutes) affect consumer engagement with food labeling, as measured by treatment effects from multiple econometric models, by leading the design and implementation of a survey experiment and conducting analysis in STATA and Python; results were presented at a professional conference and submitted to a peer-reviewed journalDeveloped and implemented multiple short text classification models in Python to categorize 300,000+ UberEats item names; uncovered latent dietary patterns and communicated insights through an interactive Tableau dashboardIndependently scraped data on 4,000 food crowdfunding campaigns and applied computer vision tools to extract and analyze visual features from 500 campaign videos, evaluating their influence on funding success via econometric models. Findings were presented at a professional conference and are being prepared for submission to a peer-reviewed business journalConducted literature and policy review on animal welfare labeling and contributed to the design of a consumer preference survey on political information disclosure, supporting USDA-funded research on information effects in food decision-making	
University of Idaho <i>Research Assistant</i>	Aug 2020 - Aug 2022 Moscow, USA
<ul style="list-style-type: none">Independently initiated and conducted a time-series research project on price and volatility transmission across natural gas, fertilizer, and corn markets; collected data, built econometric models (VAR-GARCH), and authored a peer-reviewed paper highlighting inter-market dynamics and implications for agricultural input cost risksWrote a research paper comparing 150,000 buyer- and seller-uploaded product photos from an e-commerce platform, combining topic modeling and photo mining techniques; identified systematic visual framing differences and their association with consumer restaurant rating. Findings received the <i>Food Distribution Research Society Outstanding Research Award</i>Wrote a paper investigating how platform reputation affects consumer purchasing behavior in agri-food live streaming markets, using panel data models to quantify the influence of platform-level trust signals over time. Findings were presented at a professional conference and the paper is currently being prepared for submission to peer reviewed journalContributed the literature review section to a co-authored paper on labor-saving technologies in agriculture, synthesizing 100+ peer-reviewed sources to identify adoption drivers and policy implications; published in peer reviewed journal	
Catholic University of Leuven <i>Research Assistant</i>	Jul 2020 - Aug 2020 Leuven, Belgium
<ul style="list-style-type: none">Wrote a literature review on how parental leave policies influence labor supply, synthesizing theoretical and empirical findings to support research on labor market participation and gender dynamicsUsed STATA to conduct an event study on the impact of parental leave policies on labor supply, identifying short- and medium-term changes in labor force participation around policy implementation	
Chengdu Vanke Real Estate Ltd. Co <i>Marketing Analysis Consultant</i>	Jul 2018 - Aug 2019 Chengdu, China
<ul style="list-style-type: none">Created weekly real estate price dashboards and summary reports using Tableau and PowerPoint, providing timely market insights for internal stakeholders and supporting pricing and investment decisionsUsed STATA to analyze real estate price dynamics across regions and time, applying regression models to identify pricing trends and policy impacts	