

Dongcheng Zhang

Post-Doctoral Fellow in Marketing at Emory University, Goizueta Business School
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Biography

Dongcheng Zhang joined Goizueta Business School as a Post-Doctoral Fellow of Marketing in 2022. He received his PhD in Management Science and Engineering, BE in Engineering, and BA in Management from Tsinghua University. His research focuses on developing and applying Machine Learning algorithms, statistical methods, and analytical models to improve decision-making in digital marketing and management information systems.

Education

Tsinghua University

PhD Management Science and Engineering

Tsinghua University

BE Engineering

Tsinghua University

BA Management

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