

Tianxin Zou

Assistant Professor of Marketing at University of Florida

Gainesville, FL, US

Tianxin Zou's research focuses on platform designs, uprising business models and technologies and platform regulations.

Biography

Tianxin Zou's research focuses on important topics about online platforms, including the economic impacts of cutting-edge digital technologies, uprising business models and platforms regulations.

Tianxin also researches how firms should design strategies to consider consumers' psychological/non-economic considerations. Tianxin also analyzes how new technologies and business models on the internet will reshape firms' pricing and product strategies.

Areas of Expertise

New technologies in marketing, Platform design, Platform regulation

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).