

Fengtao Wan

School of Management
University College London
E14 5AA, United Kingdom

Email: fengtao.wan.23@ucl.ac.uk
Mobile: (44) 7543822845

Education

UCL School of Management, London, UK
M.Res./Ph.D., Marketing , 2023 - 2028 (expected)

Business Data Science / Tinbergen Institute, Amsterdam, Netherlands
M.Phil, Business Data Science, 2023

Sun Yat-sen University, Lingnan College, Guangzhou, China
B.Econ., Finance, 2021

Research Interests

Substantive: Digital Marketing, Recommender System
Methodological: Econometrics, Machine Learning

Work in Progress

The Effect of Sustainable Categorization Cues on Product Consideration and Choice

Abstract: We conducted a choice-based conjoint experiment to explore how sustainability labels and shelf layouts influence consumer decision-making using AI-generated chocolate bars. Utilizing a subjective prior rational inattention choice model, we find categorization cues drive consideration and choices, particularly when aligned with prior knowledge. Our results offer guidance for retailers and marketers on leveraging sustainability labels and shelf layouts to engage consumers and position sustainable products.

Research Experience

Vrije University Amsterdam
Research Assistant for Dr. Meike Morren
Project: **Do consumers buy your green messages?**

Vrije University Amsterdam
Research Assistant for Dr. Yuri Peers
Project: **Serial Correlation in Empirical Operation Management**

Teaching Experience

Business Data Science / Tinbergen Institute
Teaching Assistant for Prof. Peter Spreij, Statistics (Graduate Level), 2022

Honors and Awards

Business Data Science Scholarship (€20,400)
Erasmus University Rotterdam, 2021-2023

Merit Prize Scholarship

Sun Yat-sen University, 2020

Languages
and Skills

English (fluent) , Chinese (native)

R, Python, L^AT_EX

Selected
Coursework

Marketing

Marketing Science (Jonne Guyt, Francesca Sotgiu)

ABRI Marketing Seminar (Peeter Verlegh, Dennis Herhausen)

Economics

Advanced Econometrics I (Charles Bos)

Advanced Econometrics II (Andreas Pick, Frank Kleibergen)

Advanced Econometrics III (Siem Jan Koopman, Peter Boswijk)

Bayesian Econometrics (Richard Paap)

Social Network Analysis (Ines Lindner, Bernd Heidergott)

Machine Learning

Supervised Machine Learning (Patrick Groenen, Pieter Schoonees)

Unsupervised Machine Learning (Patrick Groenen, Pieter Schoonees)

Reinforcement Learning (Gui Liberali)

Nature Language Processing (Bas Donkers, Meike Morren)