

XIAOCHENG GUO

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EDUCATION

Johns Hopkins University, Baltimore, MD

Aug 2021 – Aug 2022

Master of Science in Marketing

GPA: 3.43/4.0 (Top 10%)

Honor: Dean's Scholarship

University of California, San Diego, San Diego, CA

Sep 2017 – Mar 2021

Bachelor of Arts in Economics

GPA: 3.83/4.0 (Top 5%)

Honor: Cum Laude

University of Texas at Austin, Austin, TX

Aug 2026 – present

PhD in Quantitative Marketing, McCombs School of Business

RESEARCH EXPERIENCE

Research Assistant, Michigan State University, Department of Marketing

Aug 2025 – Present

Advisor: Prof. Siqi Pei

- Construct multi-dealership datasets by integrating vehicle transaction records, CRM logs, salesperson rosters, and usage data for a personalized warranty e-card tool and related sales aids; use propensity score matching and panel regressions with rich fixed effects to estimate treatment effects on store traffic, close rates, and EV purchase share.
- Review and synthesize literature on psychological ownership and trust/risk reduction; map these mechanisms to existing field treatments and propose survey and behavioral measures to capture them in follow-up experiments.
- Develop an EV adoption subproject on category reframing, combining a dealership field experiment with a text/LLM pipeline that codes sales transcripts for how EVs are framed relative to incumbent categories, budget constraints, competitor mentions, and perceived-risk language.

Research Assistant, Emory University, Department of Economics

Jun 2025 – Present

Advisor: Prof. Jillian Grennan

- Clean, merge, and transform multi-source crypto asset data into structured formats for empirical research.
- Conduct statistical analysis in Stata on large-scale blockchain transaction datasets, developing metrics for token characteristics and market concentration.

Research Assistant, Texas A&M University, Department of Economics

Feb 2025 – Present

Advisor: Prof. Yonghong An

- Assisting with econometric model development and Monte Carlo simulations in R for projects on competition and market structure in data-driven industries.
- Conducting literature reviews on industrial organization topics, including platform competition, data externalities, and market power.
- Supporting manuscript drafting, data cleaning, and preliminary empirical analysis for ongoing research papers.

European Central Bank Policy Rate Project, UCSD

Jan 2020 – Mar 2020

Advisor: Prof. James D. Hamilton

- Conducted an extensive literature review on ECB monetary strategies, focusing on the transition to unconventional policies including negative interest rates and large-scale asset purchases post-2008 crisis
- Performed event-study analysis on negative interest rate announcements (e.g., June 2014, September 2014) to assess impacts on sovereign yields, financial conditions, and private lending rates; observed a 60–80 basis point drop in 10-year Eurozone bond yields post-LSAP initiation
- Analyzed heterogeneous effects across Eurozone states, highlighting divergence between core (e.g., Germany, France) and periphery (e.g., Greece, Portugal) sovereign bond spreads during and after the Euro-crisis
- Presented findings on the limited efficacy of negative rates for stimulating inflation toward the 2% target and potential risks of excess private leverage; proposed timing criteria for unwinding the Asset Purchase Program

PROFESSIONAL EXPERIENCE

Horizon Insights Inc., Market Analyst
Houston, TX

Oct 2022 – Oct 2024

- Conducted empirical research across Technology, Consumer Goods, New Energy, and Healthcare sectors, applying Python and R to quantify the effects of macroeconomic shocks and policy interventions
- Authored 15+ industry reports synthesizing quantitative and qualitative data; outputs were cited by institutional clients for market forecasting and investment theses
- Built financial models in Excel (VBA, pivot tables) to analyze firm-level financial indicators (leverage, profitability, asset efficiency) and identify causal relationships influencing portfolio returns

PROFESSIONAL SKILLS AND CERTIFICATES

- **Languages:** Mandarin (Native), English (Fluent)
- **Programming Skills:** Excel (Pivot table, VBA), R, Stata, SPSS, SQL, Python, Microsoft Suite
- **Certificates:** SIE (Securities Industry Essentials), CFA Level 1 Passed

HOBBIES AND INTERESTS

- Hiking, Baking, Cooking, Guitar, Piano, Singing