

SIMENG HAN

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RESEARCH INTERESTS

- **Substantive:** Marketing-Finance Interface, Electronic Commerce
- **Methodological:** Textual Analysis, Applied Econometrics, Machine Learning

EDUCATION

- Oct. 2017–Present Ph.D. Quantitative Management
*Graduate School of Economics, Finance and Management (GSEFM),
Frankfurt am Main, Germany*
Advisor: Prof. Dr. Bernd Skiera
- Oct. 2017–Present M.Sc. Quantitative Management
*Graduate School of Economics, Finance and Management (GSEFM),
Frankfurt am Main, Germany*
- Sep. 2012–Jan. 2014 M.Sc. Management
University of Warwick (Warwick Business School), Coventry, UK
- Sep. 2008–Jul. 2012 B.A. English
Beijing Language and Culture University, Beijing, China

RESEARCH EXPERIENCE

- Nov. 2018–Present Research Assistant
Goethe University Frankfurt, Frankfurt am Main, Germany
- Working at the Chair of Electronic Commerce under the supervision of Prof. Dr. Bernd Skiera

WORK IN PROGRESS

- “Capturing Brand and Customer Focus of Retailers”, with Werner Reinartz and Bernd Skiera (Revising for 3rd round review at Journal of Retailing special issue “Metrics and Analytics in Retailing”)
- “Development of Firms’ Focus on Brand and Customer Management over Time”, with Werner Reinartz and Bernd Skiera

CONFERENCE PRESENTATIONS

- ISMS Marketing Science Conference (Virtual Conference, Jun. 2020)
- Statistical Conference in E-Commerce Research (SCECR) (Virtual Conference, Jun. 2020)

AWARDS, FELLOWSHIPS AND SCHOLARSHIPS

- European Marketing Academy Conference (EMAC) Doctoral Colloquium Fellow (2019)
- Duetschlandstipendium at Goethe University Frankfurt (2017)

TEACHING EXPERIENCE

- Marketing 2: PMAR (Bachelor Course, German)
Summer 2019, 2020, and Winter 2019-2020, 2020-2021, teaching assistant
- Advanced Management and Marketing 1: Analytics in Customer Value Management (Ph.D. and Master Course, English)
Winter 2019-2020, teaching assistant

OTHER PROFESSIONAL EXPERIENCE

- Feb. 2014–Feb. 2017 Senior Specialist Project Steering
BMW-Brilliance Automotive Ltd., Shenyang, China
- Projects:
- BMW new 5 Series NEV (New Energy Vehicle) base-launch
 - BMW 5 Series SB/WE (Series Support and Further Development)
 - BMW Analysis Center extension and build-up for new plant

SERVICE

- Mentor for R Coding Meetups at Student Initiative TechAcademy
Summer 2019, 2020, and Winter 2019-2020, 2020-2021

SKILLS

- **Software:** R, Python, Stata, Matlab, SAP (CO&MM modules)
- **Language:** English (Fluent), German (Fluent), Chinese (Native), Japanese (Basic)