

# Curriculum Vitae Xin-Yu Zou

Chair for Marketing and Market Research

Department of Business Administration University of Zurich

Plattenstrasse 14, CH-8032 Zurich, Switzerland Phone: +41 44 634 9202 Fax: +41 (0) 44 634 29 40

Email: [xin-yu.zou@business.uzh.ch](mailto:xin-yu.zou@business.uzh.ch)

Web: <http://www.market-research.uzh.ch> Web Profile:

## **Education:**

09/2010 – present UNIVERSITY OF ZURICH, SWITZERLAND PhD studies in Business Administration, Department of Business Administration, Chair for Marketing and Market Research

09/2007 – 10/2009 POLITECNICO DI TORINO, ITALY Master of Science in Industrial Engineering and Management

09/2003 – 07/2007 TONGJI UNIVERSITY, CHINA Bachelor of Engineering in Industrial Engineering

**Professional Career:**

03/2010 - 09/2010 STILE BERTONE, ITALY Sales Assistant

**Research Grants:**

2012 SNF project grant: brand and product switching behavior

**Publication List:****Paper**

Factors Influencing the Equity Share of Build-Operate-Transfer Projects, Alberto De Marco, Giulio Mangano, Xin-Yu Zou, Built Environment Project and Asset Management, Accepted, 2012

**Advanced training:**

- Advanced Topics in Empirical Modeling, Yuxin Chen (Kellogg), 12/2010.