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**WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA**

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**Personal Information:** Female, U.S. citizen

**Undergraduate Studies:**

B.A. in Economics, University of Chicago, general honors, 2012

**Graduate Studies:**

Wharton School, University of Pennsylvania, 2014 to present  
Ph.D. Candidate in Business Economics and Public Policy  
Thesis Title: “*Essays in Experimental Economics*”  
Expected Completion Date: May 2019

**Thesis Committee and References:**

Judd B. Kessler (Chair)  
Associate Professor of Business  
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**Teaching and Research Fields:**

Primary fields: Behavioral Economics, Experimental Economics, Applied Microeconomics  
Secondary fields: Decision Making, Negotiation, Gender

**Teaching Experience:**

Spring 2017 Managerial Economics (Undergraduate), The Wharton School Teaching Assistant

**Research Experience and Other Employment:**

2015-2017	The Wharton School	Research Assistant to Corinne Low
2016	The Wharton School	Research Assistant to Judd B. Kessler
2012-2014	Navigant Consulting Inc.	Consultant
2010-2012	University of Chicago	(Undergraduate) Research Assistant to John List

**Professional Activities:**

Refereeing: Ad Hoc Reviewer, Management Science

**Presentations:**

2018:	University of Chicago Booth School of Business Marketing Workshop (Chicago, IL) Student Workshop in Experimental Economics Techniques Conference (New York, NY) The Wharton School, Marketing Department Colloquia (Philadelphia, PA) The Wharton School, Applied Economics Workshop (Philadelphia, PA) Stanford Institute for Theoretical Economics, Experimental Economics (Palo Alto, CA)
2017:	Columbia, NYU, Wharton Graduate Student Conference on Experimental Economics (New York, NY) North America Regional Economics Science Association Meetings (Richmond, VA)

**Invited Participant:**

2017: Rady School of Management and The Choice Lab at NHH Spring School in Behavioral Economics (San Diego, CA)

**Honors, Scholarships, and Fellowships:**

2018	Wharton Doctoral Travel Grant
2017	Graduate and Professional Student Assembly Research Travel Grant
2015-2018	Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award (\$11,200 cumulative)
2014-2018	Fontaine Fellowship Program
2014-2018	Wharton Doctoral Program Fellowship

**Languages:** English (native), Spanish (fluent), Chinese Mandarin (conversational), Portuguese (advance), Shnghainese dialect (conversational)

**Technical Skills:** Stata, R, LATEX, Qualtrics, z-Tree, MS Office

**Publications:**

“Trumping Norms: Lab Evidence on Aggressive Communication before and after the 2016 US Presidential Election.” with Corinne Low, *American Economic Review Papers & Proceedings*, Vol. 107, No. 5, 120-124.  
News Coverage: The Washington Post, Vanity Fair, Forbes

**Working Papers:**

“*Transaction Utility and Consumer Choice*”

(JOB MARKET PAPER)

Abstract: I investigate the role of transaction utility on consumer choice. I design two laboratory paradigms to mirror shopping experiences using discounts and mark-ups (Study 1) and coupons (Study 2). In my experiments, participants purchase virtual products, allowing me to isolate transaction utility from inferences of product quality. Results reveal that consumers experience transaction utility even over these virtual products and will sacrifice monetary payoffs for transaction utility. Participants gain utility from perceived discounts, disutility from perceived mark-ups, and utility from using more of a coupon. My estimates suggest consumers’ marginal rate of substitution between study earnings and transaction utility is: 37-57 cents to gain

a dollar of perceived discount and 37-78 cents to avoid a dollar of perceived mark-up. These estimates suggest a large relevance for transaction utility across a wide array of consumer decisions and purchasing behavior.

*“The Myth of the Male Negotiator: Gender’s Effect on Negotiation Strategies and Outcomes”*

(with Corinne Low)

**Abstract:** This paper studies how gender affects negotiation strategy and payoffs. Although conventional wisdom holds that women are “worse” negotiators, we find that men have a disadvantage in negotiation in a setting with explicit verbal communication relative to a control game without communication. This effect is driven by a treatment where partner gender information is public, to most closely mirror a real-world negotiation. The mechanism of the effect appears to be that men fail to tailor their negotiation strategy “optimally” to partner gender. Men are significantly less likely to use tough (and effective) negotiation strategies against female partners than against male partners. We show that these choices reduce payoffs, and male-male pairs perform particularly poorly, demonstrating a “toxic masculinity” effect. As an explanation for these results, we suggest men may be “constrained” by gender norms in their communication strategy — leading them to be more chivalrous to women and “tough” toward men — at the expense of their own payoffs.

*“The Value of Information and the Role of Fairness in Bargaining”*

(with Judd B. Kessler, and Muriel Niederle)

**Abstract:** Research from the last three decades suggests that fairness plays an important role in economic transactions. However, the vast majority of this evidence investigates behavior in a full-information environment. We develop a new experimental paradigm—which nests the widely used Ultimatum Game—to show that the role of fairness in economic transactions depends fundamentally on the information structure. We find that when transacting agents are less informed, inequality increases. In the absence of information, proposers give less-fair offers and report believing that responders will accept them. Responders do, in fact, accept less-fair offers when proposers are informed, suggesting that responders are concerned about their social image or proposers’ intentions.

### **Research in Progress:**

*“Make it a Large? Coupons as Targets”*

**Abstract:** This paper explores the effect of providing a coupon with an irrelevant cap as a reference point on consumer behavior. I use a lab-field hybrid “coffee drink experiment” where subjects are randomly assigned to receive either a free coffee-based drink coupon with no price limit, or a coupon with a value cap of \$8.00. I find subjects with a value cap chose larger and more expensive drinks, and made more costly modifications to their drinks in order to maximize the utility from the free drink credit with a cap compared to those without the cap. I posit value caps act as targets, and may increase salience on the value of the deal.