

Curriculum Vitae – Spring 2024

Family name: Chang
Given name: Sichu
Gender: Female
Date of birth: 23/09/1999
Citizenship: Chinese
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Qualifications

Università Bocconi Milan, Italy
Ph.D in Business Administration and Management – Marketing 2022 - current

Yale University New Haven, CT, USA
Master of Science in Biostatistics 2020 - 2022

Smith College Northampton, MA, USA
Bachelor of Arts in Mathematics and Statistics 2017 - 2020

Awards and Scholarships

Full PhD Fellowship, Bocconi University 2022 – Present

Research Interests

Digital marketing, e-commerce platforms, influencer marketing

Language Skills

English (TOEFL: 108, 2016)
Italian (B2, CILS: 64/100, 2021)
Mandarin (Native)

IT Skills

R (excellent)
Python (good)
Stata (good)