Yihui Zhao

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Address: Chongqing Technology and Business University, Nan'an Dist, Chongqing, China

EDUCATION

Chongqing Technology and Business University, Chongqing, China   Sep. 2022 – Present

Master of Economics, Grade: 88.2/100, **Ranking**: 1/55

- Main Course: Intermediate Microeconomics(99), Population, Resources & Environmental Economics(95), Spatial Econometrics(90), etc
- Awards: China National Scholarship(Top 1%), First Class Academic Scholarship(Top 10%), Outstanding Graduates, etc

Xiangtan University, Hunan, China   Sep. 2018 – Jun. 2022

Bachelor of Software Engineering, Grade: 79.97/100, **Ranking**: 24/87

- Main Course: Advanced Mathematics(94), Human-Computer Interaction(89), Digital Image Processing(84), Compilation Principle(81), etc
- Awards: Second Class Academic Scholarship(Top 30%), Excellent Student Cadre, Outstanding Volunteer, etc

Institute of Urban Environment, Chinese Academy of Sciences, Xiamen, China   Dec. 2023

Winner School on Urban Science and Sustainability

PUBLICATIONS

- Tang Zhonglin, **Zhao Yihui**, Fu Min, Wang Yuting & Xue Jingyue.(2023).Which factors influence public perceptions of urban attractions？ — A comparative study. *Ecological Indicators*   **SCI Q1**
- Tang Zhonglin, Fu Min, Wang Yuting & **Zhao Yihui**.(2023).Spatial characteristics of industrial economic location and its formation in Chongqing, China. *Frontiers in Environmental Science*   **SCI Q2**

RESEARCH EXPERIENCE(show your work directly)

Spatial and Temporal Differences in 'Domestic' Brand Emotions and Their Impact on Entrepreneurship

Master Thesis, supervised by Prof. Zhonglin Tang   Mar.2024 – Apr. 2025(Expected)

- Collected prefecture-level data and performed sentiment analysis on crawled microblog comment data
- Utilised stata for robustness testing and econometric analysis of the data
- Demonstrated a direct link between brand emotion and entrepreneurship

Research on the strategy of improving the quality and efficiency of Chongqing's tourism Industry

Team leader, supervised by Prof. Zhonglin Tang   May.2023 – May. 2024

Supported by the Scientific Research Innovation Project of Graduate School of Chongqing Technology and Business University

- Crawled travel website data with python and performed sentiment analysis
- Quantified review data and extracted high-frequency words to explore tourist preferences
- Demonstrated the association between tourist preferences and environmental characteristics through econometric analyses

Enhancing Trail Building In Mountain-Towns: Interaction Effects Of Environmental Factors On WalkScore

Team leader, supervised by Prof. Zhonglin Tang   Aug. 2023 – Mar. 2024

- Mapped 47 trails in Chongqing with Arcgis and calculated walkscore for each trail
- Analysed the interrelationship between walkscore and the environmental factors with Geodetector
- Concluded the importance of high-rise buildings and high impervious surface environments for building trails

Research on spatial identification and mitigation path of industrial environmental risks along the upper reaches of the Yangtze River

Core Member, supervised by Prof. Zhonglin Tang   Sep. 2022 – Dec. 2023

Supported by National Social Science Fund of China

- Analysed various POI and AOI data with Arcgis and used the processed data to draw pictures
- Wrote an environmental risk monitoring programme for industrial enterprises in the upper reaches of the Yangtze River

CONFERENCES

The First International Conference on Urban Science and Sustainability   Nov. 2023

Xiamen, China

PROFESSIONAL SKILLS

- **Languages:** English(fluent, CET6), Mandarin(native)
- **Software:** MS office, Python, MySQL, Arcgis, Stata, SPSS, Adobe Photoshop
- **Research Related:** Big Data Analysis, Econometric Models, Spatial Data Analysis, Web Data Crawling, Text Sentiment Analysis, etc
- **Research Interests:** Adapted appropriately to teacher orientation, Social Media Text Mining