

Zemin (Zachary) Zhong

CONTACT INFORMATION	5078, 105 St. George St. Rotman School of Management University of Toronto Toronto, Ontario, M5S 3E6	Tel: +1-416-946-3124 Email: zachary.zhong@rotman.utoronto.ca Website: zacharyzhong.com
CURRENT POSITIONS	University of Toronto, Rotman School of Management Assistant Professor of Marketing Research Fellow, Behavioural Economics in Action at Rotman (BEAR)	2017 - Current
EDUCATION	University of California, Berkeley Ph.D. in Marketing, Haas School of Business, 2017 The University of Hong Kong Master of Finance, School of Economics and Finance, 2012 Peking University Master in Management, HSBC Business School, 2012 B.S. in Chemistry, Yuanpei College, 2009 B.A. in Economics, China Center for Economic Research, 2009	
JOURNAL PUBLICATIONS	History and Country-of-Origin Effects (with Nan Chen) <i>Marketing Science</i> , 2024, 43(1):192-212 Platform Search Design: The Roles of Precision and Price <i>Marketing Science</i> , 2023, 42(2):293-313 Pushing Information: Realized Uncertainty and Notification Design (with Ganesh Iyer) <i>Marketing Science</i> , 2022, 41(1):51-72 Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response <i>Management Science</i> , 2022, 68(6):4380-4397 Location Still Matters: Evidence from an Online Shopping Field Experiment (with John Morgan and David Ong) <i>Journal of Economic Behavior and Organization</i> , 2018, 146, 43-54	
WORKING PAPERS	Regional Poverty Alleviation Partnership and E-Commerce Trade (with Wenyu Zhou, Jiewei Li and Peng Li) <i>minor revision, Marketing Science</i> Experience and Identity-driven Brand Choice (with Lei Huang and Nan Chen) The Economic Impact of China's Anti-Corruption Campaign (with Nan Chen) Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China (with Han Zhong and Nan Chen) Precision-Recall Tradeoff in Algorithmic Targeting (with Ganesh Iyer and Yunfei(Jesse) Yao)	

WORK-IN-PROGRESS	Information Consumption (with Ganesh Iyer)	
	Migration and E-commerce Trade (with Wenyu Zhou and Jiewei Li)	
GRANTS	GATE Research Grant, 2023-24	
	Rotman SSHRC Institutional Grant, 2019-2020	
	Sandra Rotman Centre for Health Sector Strategy Research Grant, 2019-2021	
	Rotman China Research Grant, 2019, 2020	
	The NET Institute Summer Grant, 2016	
AWARDS	<i>Management Science</i> Distinguished Service Award, 2022, 2023	
	ISMS Early-Career Scholars Camp Fellow, 2022	
	Rotman Teaching Award, 2020, 2021, 2022	
	<i>Management Science</i> Meritorious Service Award, 2019, 2021	
	ISMS Doctoral Dissertation Award, 2017	
	AMA-Sheth Doctoral Consortium Fellow, 2015	
	UC Berkeley, Department Fellowship, 2012-2016	
	Peking University, Distinguished Graduate, 2012	
TEACHING EXPERIENCE	University of Toronto Rotman School of Management	
	<i>Strategic Marketing and Pricing</i> (Executive), Instructor	2023
	<i>Pricing</i> (MBA), Instructor	2021-2024
	<i>Pricing</i> (BBA), Instructor	2021-2022
	<i>Principles of Marketing</i> (BBA), Instructor & Coordinator (19-21)	2017-2021
	UC Berkeley Haas School of Business	
	<i>Marketing Strategy, Pricing, Strategy, Social Media</i> (MBA), TA and Reader; <i>Marketing</i> (BBA), TA	2014-2017
CONFERENCE PRESENTATIONS	Marketing Science DEI Conference, Econometric Society China Meeting, China India Insight Conference	2023
	SICS	2021
	Choice Symposium, Marketing Dynamics, Marketing Science, China India Insights Conference, The Future of Brands Conference	2019
	Econometric Society North American Summer Meeting	2018
	Marketing Science	2017
	The NET Institute Conference	2016
	International IO Conference	2015
	INFORMS International Conference	2012
	Marketing Science, ESA International Meeting	2011
	ESA International Meeting	2010

INVITED TALKS	HKUST, CUHK, CUHK-SZ	2023
	London Business School	2022
	UC Berkeley, UTSC, Johns Hopkins University	2021
	Columbia University	2019
	NYU-Shanghai, Peking University	2017
	University of Florida, UT-Dallas, University of Minnesota, University of Rochester, University of Toronto, Northwestern University, CUHK, HKUST, NUS, Peking University	2016
PROFESSIONAL AFFILIATIONS	AMA, INFORMS, Econometric Society	
ACADEMIC SERVICES	Editorial Review Board Member: <i>Marketing Science</i> , 2022-present	
	Ad-hoc Referee: <i>Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Quantitative Marketing and Economics, Production and Operations Management, Journal of Economics & Management Strategy, Journal of Human Resources, Review of Industrial Organization, Southern Economic Journal, Journal of Behavioral and Experimental Economics</i>	
	Grant Reviewer: RGC (Hong Kong)	
	Scientific Committee, 2024 Behavioral IO and Marketing Symposium	
	Rotman School of Management: Faculty Search Committee (2022)	
PHD ADVISING	Thesis Committee Member: Han Zhong (2026)	
	Final Oral Examination Committee Members (Non-Supervisory): Vivek Nandur (2023), Wei Lu (2023), Ying Bao (2020)	
MEDIA FEATURES	Forbes, Marginal Revolution, Rotman Insight Hub	Last updated: February 3, 2024