

## Zemin (Zachary) Zhong

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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	<b>University of Toronto, Rotman School of Management</b> Assistant Professor of Marketing Research Fellow, Behavioural Economics in Action at Rotman (BEAR)	<b>2017 - Current</b>
EDUCATION	<b>University of California, Berkeley</b> Ph.D. in Marketing, Haas School of Business, 2017 <b>The University of Hong Kong</b> Master of Finance, School of Economics and Finance, 2012 <b>Peking University</b> 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	Platform Search Design: The Roles of Precision and Price <i>forthcoming, Marketing Science</i> Pushing Information: Realized Uncertainty and Notification Design (with Ganesh Iyer) <i>Marketing Science</i> , 2021, 41(1):51-72 Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response <i>forthcoming, Management Science</i> 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	History and Country-of-Origin Effects (with Nan Chen) <i>R&amp;R, 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)	
WORK-IN-PROGRESS	Poverty Alleviation Cooperation and Inter-provincial Trade (with Jiwei Li and Wenyu Zhou) Brand Choice Predicts Corruption (with Han Zhong) Add-on Pricing and Bundling in e-Commerce: Evidence from Taobao (with Xin Chen) China's Primary Healthcare Reform (with Yuetao Gao and Chaoran Guo)	

GRANTS	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	Rotman Teaching Award, 2020, 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	<b>University of Toronto Rotman School of Management</b> <i>Pricing</i> (MBA, BBA), Instructor 2021-2022 <i>Principles of Marketing</i> (BBA), Instructor & Coordinator (19-21) 2017-2021 <b>UC Berkeley Haas School of Business</b> <i>Marketing Strategy</i> (MBA), Reader Fall, 2016 <i>Pricing</i> (MBA and BBA), Reader Spring, 2016/2017 <i>Strategy</i> (MBA), Graduate Student Instructor Fall, 2015 <i>Social Media</i> (MBA), Graduate Student Instructor Fall, 2014 <i>Marketing</i> (BBA), Graduate Student Instructor Spring, 2014 <i>Berkeley Business Academy for Youth</i> (B-BAY), Instructor Summer, 2015	
CONFERENCE PRESENTATIONS	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	University of California, 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, Chinese University of Hong Kong, HKUST, National University of Singapore, Peking University 2016	

PROFESSIONAL  
AFFILIATIONS

AMA, INFORMS, Econometric Society

ACADEMIC  
SERVICES

Editorial Review Board Member:  
*Marketing Science*

Ad-hoc Referee:

*Management Science, Marketing Science, Journal of Marketing Research, Journal of Economics & Management Strategy, Journal of Human Resources, Review of Industrial Organization, Southern Economic Journal, Journal of Behavioral and Experimental Economics*

Grant Reviewer:

RGC (Hong Kong)

MEDIA  
FEATURES

Forbes, Marginal Revolution

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