

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>forthcoming, Marketing Science</i> 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>Management Science</i> , 2021, 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	Experience and Identity-driven Brand Choice (with Lei Huang and Nan Chen) The Economic Impact of China's Anti-Corruption Campaign (with Nan Chen) Regional Poverty Alleviation Partnership and E-Commerce Trade (with Wenyu Zhou, Jiewei Li and Peng Li)	
WORK-IN-PROGRESS	Information Consumption (with Ganesh Iyer) Algorithmic Targeting (with Jesse Yao and Ganesh Iyer) Gender Inequality and Product Choice (with Han Zhong)	

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	ISMS Early-Career Scholars Camp Fellow, 2022	
	Rotman Teaching Award, 2020, 2021, 2022	
	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>Pricing</i> (MBA, BBA), Instructor	2021-2023
	<i>Principles of Marketing</i> (BBA), Instructor & Coordinator (19-21)	2017-2021
	UC Berkeley Haas School of Business	
	<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	Marketing Science DEI 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 London Business School 2022
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, Quantitative Marketing and Economics, 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)

Rotman School of Management:
Faculty Search Committee (2022)

MEDIA FEATURES Forbes, Marginal Revolution

Last updated: March 31, 2023