

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	Zemin(Zachary) Zhong, Wenyu Zhou, Jiewei Li [†] , Peng Li (2024) Regional Poverty Alleviation Partnership and E-Commerce Trade <i>forthcoming, Marketing Science</i> Nan Chen*, Zemin(Zachary) Zhong* (2024) History and Country-of-Origin Effects. <i>Marketing Science</i> 43(1):192-212 Zemin(Zachary) Zhong (2023) Platform Search Design: The Roles of Precision and Price. <i>Marketing Science</i> 42(2):293-313 Ganesh Iyer*, Zemin(Zachary) Zhong* (2022) Pushing Information: Realized Uncertainty and Notification Design. <i>Marketing Science</i> 41(1):51-72 Zemin(Zachary) Zhong (2022) Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response. <i>Management Science</i> 68(6):4380-4397 John Morgan*, David Ong*, Zemin(Zachary) Zhong* (2018) Location Still Matters: Evidence from an Online Shopping Field Experiment. <i>Journal of Economic Behavior and Organization</i> 146, 43-54	
WORKING PAPERS	Han Zhong [†] , Zemin(Zachary) Zhong, Nan Chen (2024) Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China Ganesh Iyer*, Yunfei(Jesse) Yao*, Zemin(Zachary) Zhong* (2024) Precision-Recall Trade-off in Algorithmic Targeting Nan Chen*, Lei Huang* [†] , Zemin(Zachary) Zhong* (2022) Experience and Identity-driven Brand Choice Nan Chen*, Zemin(Zachary) Zhong* (2022) The Economic Impact of China's Anti-Corruption Campaign	

* equal contribution, [†] graduate student at the time of submission

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>Marketing Science</i> Service Award, 2023 <i>Management Science</i> Distinguished Service Award, 2022, 2023 ISMS Early-Career Scholars Camp Fellow, 2022 Rotman Teaching Award, 2020, 2021, 2022, 2023 <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	<p>University of Toronto Rotman School of Management</p> <p><i>Strategic Marketing and Pricing</i> (Executive), Instructor 2023</p> <p><i>Pricing</i> (MBA), Instructor 2021-2024</p> <p><i>Pricing</i> (BBA), Instructor 2021-2022</p> <p><i>Principles of Marketing</i> (BBA), Instructor & Coordinator (19-21) 2017-2021</p> <p>UC Berkeley Haas School of Business</p> <p><i>Marketing Strategy, Pricing, Strategy, Social Media</i> (MBA), TA and Reader; <i>Marketing</i> (BBA), TA 2014-2017</p>
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	<p>HKUST, CUHK, CUHK-SZ 2023</p> <p>London Business School 2022</p> <p>UC Berkeley, UTSC, Johns Hopkins University 2021</p> <p>Columbia University 2019</p> <p>NYU-Shanghai, Peking University 2017</p> <p>University of Florida, UT-Dallas, University of Minnesota, University of Rochester, University of Toronto, Northwestern University, CUHK, HKUST, NUS, Peking University 2016</p>
PROFESSIONAL AFFILIATIONS	<p>AMA, INFORMS, Econometric Society</p>
ACADEMIC SERVICES	<p>Editorial Review Board Member: <i>Marketing Science</i>, 2022-present</p> <p>Ad-hoc Referee: <i>Management Science</i>, <i>Marketing Science</i>, <i>Journal of Marketing Research</i>, <i>Journal of Marketing</i>, <i>Quantitative Marketing and Economics</i>, <i>Production and Operations Management</i>, <i>Journal of Economics & Management Strategy</i>, <i>Journal of Human Resources</i>, <i>Review of Industrial Organization</i>, <i>Southern Economic Journal</i>, <i>Journal of Behavioral and Experimental Economics</i></p> <p>Grant Reviewer: RGC (Hong Kong)</p> <p>Scientific Committee, 2024 Behavioral IO and Marketing Symposium</p> <p>Rotman School of Management: Faculty Search Committee (2022)</p>
PHD ADVISING	<p>Thesis Committee Member: Han Zhong (2026)</p> <p>Final Oral Examination Committee Members (Non-Supervisory): Vivek Nandur (2023), Wei Lu (2023), Ying Bao (2020)</p>
MEDIA FEATURES	<p>Forbes, Marginal Revolution, Rotman Insight Hub</p>

Last updated: April 5, 2024