

## Zemin (Zachary) Zhong

---

CONTACT INFORMATION      5078, 105 St. George St.      Tel: +1-416-946-3124  
 Rotman School of Management      Email: zachary.zhong@rotman.utoronto.ca  
 University of Toronto      Website: zacharyzhong.com  
 Toronto, Ontario, M5S 3E6

CURRENT POSITIONS      **University of Toronto, Rotman School of Management**      **2017 - Current**  
 Assistant Professor of Marketing  
 Research Fellow, Behavioural Economics in Action at Rotman (BEAR)

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<sup>†</sup>, Peng Li (2024) Regional Poverty Alleviation Partnership and E-Commerce Trade *forthcoming, Marketing Science*  
 Nan Chen\*, Zemin(Zachary) Zhong\* (2024) History and Country-of-Origin Effects. *Marketing Science* 43(1):192-212  
 Zemin(Zachary) Zhong (2023) Platform Search Design: The Roles of Precision and Price. *Marketing Science* 42(2):293-313  
 Ganesh Iyer\*, Zemin(Zachary) Zhong\* (2022) Pushing Information: Realized Uncertainty and Notification Design. *Marketing Science* 41(1):51-72  
 Zemin(Zachary) Zhong (2022) Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response. *Management Science* 68(6):4380-4397  
 John Morgan\*, David Ong\*, Zemin(Zachary) Zhong\* (2018) Location Still Matters: Evidence from an Online Shopping Field Experiment. *Journal of Economic Behavior and Organization* 146, 43-54

WORKING PAPERS      Zirou Chen<sup>†</sup>, Mengze Shi, Zemin(Zachary) Zhong (2024) Predictive Accuracy, Search Intensity, and Personalized Recommendation  
 Han Zhong<sup>†\*</sup>, Zemin(Zachary) Zhong\*, Nan Chen (2024) Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China, *under review*  
 Ganesh Iyer\*, Yunfei(Jesse) Yao\*, Zemin(Zachary) Zhong\* (2024) Precision-Recall Trade-off in Competitive Targeting, *under review*

Nan Chen\*, Lei Huang\*<sup>†</sup>, 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, <sup>†</sup> 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<sup>†</sup>)  
 Consumer Left-digit Bias in Distribution Channels (with Xuefeng Peng<sup>†</sup>)  
 On-Screen Push Notification (with Xuhang Fan<sup>†</sup>, Sihan Li, and Xinlong Li)

GRANTS

SSHRC Insight Development Grant, 2024-26  
 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

*Marketing Science* Service Award, 2023  
*Management Science* Distinguished Service Award, 2022, 2023  
 ISMS Early-Career Scholars Camp Fellow, 2022  
 Rotman Teaching Award, 2020, 2021, 2022, 2023  
*Management Science* 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 &amp; 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), 2021, 2023	
	Scientific Committee, 2024 Behavioral IO and Marketing Symposium	
	MSI 2024 Alden G. Clayton Doctoral Dissertation Proposal Competition Review	
	Rotman School of Management: Executive Committee (2024-25) Faculty Search Committee (2022)	

PHD ADVISING      Thesis Committee Member: Zirou Chen (ongoing), Han Zhong (ongoing)  
Final Oral Examination Committee Member (Non-Supervisory): Vivek Nandur (2023),  
Wei Lu (2023), Ying Bao (2020)  
External Advisor: Xuefeng Peng (2024-25, visiting PhD student from USTC)

MEDIA              Forbes, Marginal Revolution, Rotman Insight Hub  
FEATURES

Last updated: August 24, 2024