

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 Thesis: Essays on Online Platforms. Committee: Ganesh Iyer (co-chair), John Morgan (co-chair), Zsolt Katona, Ben Handel 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	<p>Zemin(Zachary) Zhong, Wenyu Zhou, Jiewei Li[†], Peng Li (2024) Regional Poverty Alleviation Partnership and E-Commerce Trade <i>forthcoming, Marketing Science</i></p> <p>Nan Chen*, Zemin(Zachary) Zhong* (2024) History and Country-of-Origin Effects. <i>Marketing Science</i> 43(1):192-212</p> <p>Zemin(Zachary) Zhong (2023) Platform Search Design: The Roles of Precision and Price. <i>Marketing Science</i> 42(2):293-313</p> <p>Ganesh Iyer*, Zemin(Zachary) Zhong* (2022) Pushing Information: Realized Uncertainty and Notification Design. <i>Marketing Science</i> 41(1):51-72</p> <p>Zemin(Zachary) Zhong (2022) Chasing Diamonds and Crowns: Consumer Limited Attention and Seller Response. <i>Management Science</i> 68(6):4380-4397</p> <p>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</p>	

- WORKING PAPERS Ganesh Iyer*, Yunfei(Jesse) Yao*, Zemin(Zachary) Zhong* (2025) Precision-Recall Trade-off in Competitive Targeting, *R&R, Marketing Science*
- Xuefeng Peng*, Zemin(Zachary) Zhong* (2025) Left-Digit Bias, Shrinkflation, and Channel Coordination, *under review*
- Zirou Chen[†], Mengze Shi, Zemin(Zachary) Zhong (2025) Predictive Accuracy, Consumer Search, and Personalized Recommendation, *under review*
- Han Zhong^{†*}, Zemin(Zachary) Zhong*, Nan Chen (2024) Gender Inequality And Household Purchase Decisions: The Case of Automobiles in China
- 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[†])
- On-Screen Push Notification (with Xuhang Fan[†], Sihan Li, and Xinlong Li)
- Gender Difference in Consumer Boycott (with Han Zhong[†])
- 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 *Management Science* Distinguished Service Award, 2022, 2023, 2024
- Marketing Science* Service Award, 2023
- Rotman Teaching Award, 2020, 2021, 2022, 2023
- ISMS Early-Career Scholars Camp Fellow, 2022
- 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	2021-2025
<i>Pricing</i> (BBA), Instructor	2021-2022, 2024-2025
<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
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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:
Marketing Science, 2022-present

Ad-hoc Referee:

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

Grant Reviewer:

RGC (Hong Kong), 2021, 2023

ISMS Doctoral Consortium Faculty Participant, 2025

Scientific Committee, Behavioral IO and Marketing Symposium, 2024, 2025

MSI 2024 Alden G. Clayton Doctoral Dissertation Proposal Competition Reviewer

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
FEATURES

Forbes, Marginal Revolution, Rotman Insight Hub

Last updated: March 11, 2025