

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	
	Associate Professor of Marketing	2025 - Present*
	Assistant Professor of Marketing	2017 - 2025
	* on sabbatical, 2025-26	
VISITING POSITIONS	City University of Hong Kong, Department of Marketing, College of Business	
	Visiting Associate Professor	2025 - 2026
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	Ganesh Iyer, Yunfei (Jesse) Yao, Zemin (Zachary) Zhong* (2026) Precision-Recall Trade-off in Competitive Targeting. <i>forthcoming, Marketing Science</i>	
	Zemin (Zachary) Zhong, Wenyu Zhou, Jiwei Li [†] , Peng Li (2024) Regional Poverty Alleviation Partnership and E-Commerce Trade. <i>Marketing Science</i> 45(1):15-33	
	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 Xuefeng Peng[†], Zemin(Zachary) Zhong* (2025) Left-Digit Bias, Shrinkflation, and Channel Coordination. *Major Revision, Management Science*
- Se Yan, Han Zhong[†], Zemin(Zachary) Zhong*, Wenyu Zhou, Nitin Mehta (2025) The Impact of Reasoning AI on Consumer Purchases: Evidence from an Online Platform Field Experiment. *Major Revision, Marketing Science: Frontiers*
- Zirou Chen[†], Mengze Shi, Zemin(Zachary) Zhong (2025) Predictive Accuracy, Consumer Search, and Personalized Recommendation. *Reject & Resubmit, Marketing Science*
- Sihan Li, Xuhang Fan[†], Xinlong Li, Zemin(Zachary) Zhong* (2026) Not So Timely: Push-Notification Timing and User Engagement. *Under Review, Management Science*
- Se Yan, Han Zhong[†], Zemin(Zachary) Zhong* and Wenyu Zhou (2026) Shopping with a Platform AI Assistant: Who Adopts, When in the Journey, and What For *Under Review, Marketing Science: Frontiers*
- Han Zhong[†], Zemin(Zachary) Zhong*, Nan Chen (2025) 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, † student co-author
- WORK-IN-PROGRESS AI Adoption and Consumer Demand (with Han Zhong[†], Wenyu Zhou, Se Yan and Nitin Mehta).
- Gender Difference in Consumer Boycott (with Han Zhong[†]).
- GRANTS SSHRC Insight Development Grant, 2024-26
- TD-MDAL Grant, 2024
- 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 JMS Conference Best Paper Award (Second Prize), 2025
- Zhejiang Provincial Philosophy and Social Science Achievement Award - Emerging Scholar Prize, 2025
- Management Science* Distinguished Service Award, 2022-2025
- 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

Strategic Marketing and Pricing (Executive), Instructor 2023

Pricing (MBA), Instructor 2021-2025

Pricing (BBA), Instructor 2021-2022, 2024-2025

Principles of Marketing (BBA), Instructor & Coordinator (19-21) 2017-2021

City University of Hong Kong

Empirical Marketing Research (PhD), Instructor 2025

UC Berkeley

Marketing Strategy, Pricing, Strategy, Social Media (MBA), TA and Reader; *Marketing* (BBA), TA 2014-2017

CONFERENCE
PRESENTATIONS

Marketing Science Conference 2026

Marketing Science Conference, HK/GBA Quant Marketing Conference, Conference on Artificial Intelligence, Machine Learning, and Business Analytics 2025

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 Conference 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>SKK GSB, NTU B-School, NUS (IS), Peking University (GSM), CUHK, HKBU 2026</p> <p>Zhejiang University, Shenzhen University, Southern University of Science and Technology, Peking University (HSBC B-School) 2025</p> <p>HKUST, 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 (GSM) 2016</p>
PROFESSIONAL AFFILIATIONS	<p>INFORMS, Econometric Society</p>
ACADEMIC SERVICES	<p>Associate Editor: <i>Marketing Science</i>, 2026-present</p> <p>Editorial Review Board Member: <i>Marketing Science</i>, 2022-2025</p> <p>Ad-hoc Referee: <i>Management Science</i>, <i>Journal of Marketing Research</i>, <i>Journal of Marketing</i>, <i>Quantitative Marketing and Economics</i>, <i>Journal of Consumer Research</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/Award Reviewer: RGC (Hong Kong), 2021, 2023, 2026 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2024</p> <p>Scientific/Program Committee: Behavioral IO and Marketing Symposium, 2024, 2025, 2026 China India Insights Program Conference, 2025</p> <p>ISMS Doctoral Consortium Faculty Participant, 2025</p> <p>Rotman School of Management: Executive Committee, 2024-25 Faculty Search Committee, 2022</p>
PHD ADVISING	<p>Zirou Chen (2026), Committee Member</p> <p>Han Zhong (2027), Committee Co-chair</p> <p>Xuefeng Peng (visiting 2024-25), External Advisor</p> <p>Non-Supervisory Oral Committee Member: Vivek Nandur (2023), Wei Lu (2023), Ying Bao (2020)</p>

MEDIA Forbes, Marginal Revolution, Rotman Insight Hub
FEATURES
INDUSTRY Alibaba, Ctrip, Merit Interactive
COLLABORATIONS

Last updated: March 17, 2026