YI ZHU

UMN, Carlson School of Management
Department of Marketing
321 19th Ave. South, Suite 3-150
Minneapolis, MN 55455

Phone: (612)626-6965
Fax: (612)624-8804
Email: yizhu@umn.edu
http://www.tc.umn.edu/~yizhu/

EDUCATION

2013	Ph.D. in Business Administration (Marketing), University of Southern California
2004	M.A. in Economics, University of British Columbia, Canada
2002	M.A. in Management, Shanghai Academy of Social Sciences, China
1998	B.E. in Industry Engineering, Shanghai University of Electric Power, China

Academic Positions

2013–	Assistant Professor, Carlson School of Management, University of Minnesota

RESEARCH INTERESTS

E-commerce, Online Auctions, Advertising and Media, Quantitative Marketing, Industrial Organization, New Product Development, Chinese Economy

PUBLICATIONS

Zhu, Yi and Anthony Dukes (2014), "Selective Reporting of Factual Content by Commercial Media," *Journal of Marketing Research*, forthcoming

Joo, Mingyu, Kenneth C. Wilbur, Bo Cowgill, and Yi Zhu (2014), "Television Advertising and Online Search," *Management Science*, 60(1): 56–73.

Zhu, Yi and Kenneth C. Wilbur (2011), "Hybrid Advertising Auctions," *Marketing Science*, 30(2): 249–273.

Wilbur, Kenneth C. and Yi Zhu (2009), "Click Fraud," *Marketing Science*, 28(2): 293–308.

WORKING PAPERS

"Position Auctions with Budget-Constrained Advertisers," with Shijie Lu and Anthony Dukes

"Quality Score that Makes You Invest," with Zsolt Katona

WORKS IN PROGRESS

"Prominent Attributes," with Anthony Dukes

BOOK CHAPTERS

John Strauss, Edward Yanmin Qian, Minggao Shen, Dong Liu, Mehdi Majbouri, Qi Sun, Qianfang Ying, and Yi Zhu (2010), "Private Sector Industrialization in China: Evidence from Wenzhou," in *Community, Market and State in Development*, ed. by Keijiro Otsuka and Kaliappa Kalirajan, Palgrave-Macmillan.

EDITORIAL SERVICE

Referee for *Marketing Science, Management Science, Journal of Marketing Research, Information Systems Research, Production and Operations Management, Marketing Letters, Electronic Commerce Research and Applications, International Conference on Information Systems, IEEE Symposium on Computers and Communications*

INVITED GUEST LECTURES IN PH.D. CLASS

April 19, 2013 Marshall School of Business, University of Southern California

CONFERENCE PRESENTATIONS AND INVITED TALKS

"Position Auctions with Budget-Constrained Advertisers,"
Business School, Hong Kong University of Science and Technology, May 2014
School of Business, Renmin University of China, May 2014
INFORMS Marketing Science Conference, Boston, June 2012

"The Selective Reporting of Factual Content by Commercial Media,"
SICS, Hass School of Business, UC Berkeley, July 2013
Carlson School of Management, University of Minnesota, July 2012
INFORMS Marketing Science Conference, Houston, June 2011

"Quality Score that Makes You Invest," INFORMS Annual Meeting, Minneapolis, October 2013

"Hybrid Advertising Auctions,"
Direct/Interactive Marketing Research Summit, San Francisco, October 2010
INFORMS Annual Meeting, San Diego, October 2009
INFORMS Marketing Science Conference, Ann Arbor, June 2009
Net Institute Conference, Stern School of Business, New York University, May 2009

"Exclusive Program Sponsorship: Theory and Evidence," INFORMS Marketing Science Conference, Vancouver, June 2008

EXTERNAL RESEARCH FUNDING

2013	3M Nontenured Faculty Grant, $15,000
2013	Dean's Small Research Grant, Carlson School of Management, UMN, $5,500
2012	The Center for International Business Education and Research Dissertation Grant, USC, $1,000
2010	Marketing Science Institute and the Wharton Interactive Media Initiative Research Grant (with Kenneth C. Wilbur and Mingyu Joo), $12,000
2008	Net Institute Summer Research Grant (with Kenneth C. Wilbur), $3,000
2007	US-China Institute Graduate Summer Fieldwork Grants, USC, $2,700

HONORS AND AWARDS

2013	USC PhD Achievement Award, $2,500
2013	USC Graduate School Travel Award, $1,500
2012	Shankar-Spiegel Best Dissertation Proposal Award, Direct Marketing Association , $3,000

2012	Extraordinary Potential Prize of Chinese Government Award for Outstanding Self-Financed Students Abroad, Chinese Ministry of Education, $10,000
2012	AMA-Sheth Doctoral Consortium Fellow, University of Washington
2012	Summer Research Travel Grants, Marshall-USC, $1,400
2011	James S. Ford/Commerce Associates Ph.D. Fellowship, Marshall-USC, $4,500
2011	Annual UH Doctoral Symposium Fellow, University of Houston
2010	Summer Institute in Competitive Strategy (SICS) Financial Support, UC Berkeley
2010	Workshop on Quantitative Marketing and Structural Econometrics Fellow, Duke University
2008, 2012	INFORMS Marketing Science Conference Doctoral Consortium Fellow
2008-2013	USC Provost Fellowship, University of Southern California
2005-2008	Graduate Merit Award Fellowship, University of Southern California
2007	Second Winner of the International Competition on "Tokyo Apartment Rental Price Prediction"
2003-2004	International Tuition Scholarship, University of British Columbia
1997	Shanghai Outstanding Student Leader Award, Shanghai Youth League
1996	University Outstanding Student Leader Award, Shanghai University of Electric Power
1996	NOVA Scholarship, Ministry of Power Industry of China
1995-1997	University Scholarship, Shanghai University of Electric Power
1991	Bronze Medal, National Contest in Mathematics, China

TEACHING EXPERIENCE

University of Minnesota, Twin Cities
- Instructor
  - Marketing Strategy (Capstone Class for Undergraduate Marketing Major), Spring 2014
    - Instructor Rating: 5.6 out of 6

University of Southern California
- Instructor
  - Marketing Fundamentals (Undergraduate Marketing Core), Summer 2011
    - Instructor Rating: 4.6 out of 5
- Teaching Assistant
  - Marketing Management (MBA core), Spring 2011
  - Principles of Microeconomics, 2006–2008
  - Economics of Transition and Development: China, Fall 2007

McGill University
- Teaching Assistant
  - Economic Statistics—Honors, Fall 2004, Winter 2005

University of British Columbia
- Teaching Assistant
  - Intermediate Microeconomic Analysis, Winter 2004
  - Principles of Macroeconomics, Spring 2004

CONSULTING AND INDUSTRY EXPERIENCE

2002-2003	Financial Consultant, Shanghai Investment Consulting Corporation

2000-2001	Consulting for Expo2010, DuPont Fibers (Shanghai), BASF Global (Shanghai) China Unicom (Shanghai) Co., Ltd, Shanghai No.1 Shopping Mall, China State Food and Drug Administration

PUBLICATIONS IN CHINESE

"How Do Small and Medium-Sized Enterprises Meet the Challenges from WTO?" *Shanghai Economy*, July–August, 2001

"Gold and Gold Market Series," *Chinese Gold News*, April–May 2001