

**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](mailto:yizhu@umn.edu)

<https://carlsonschool.umn.edu/faculty/yi-zhu>

---

**ACADEMIC POSITIONS**

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

**EDUCATION**

2013 Ph.D. in Business Administration, 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

**RESEARCH INTERESTS**

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

**HONORS AND AWARDS**

2017 Marketing Science Institute (MSI) Young Scholar  
 2015 Winner, John D. C. Little Award for the Best Marketing Paper Published in *Marketing Science* or *Management Science*  
 2015 Finalist, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS Journals  
 2015 Faculty Representative, Albert Haring Symposium, Indiana University  
 2013 USC PhD Achievement Award  
 2013 USC Graduate School Travel Award  
 2012 Shankar-Spiegel Best Dissertation Proposal Award, Direct Marketing Association  
 2012 Extraordinary Potential Prize of Chinese Government Award for Outstanding Self-Financed Students Abroad, Chinese Ministry of Education  
 2012 Fellow, AMA-Sheth Doctoral Consortium, University of Washington  
 2012 Summer Research Travel Grants, Marshall-USC  
 2011 James S. Ford/Commerce Associates Ph.D. Fellowship, Marshall-USC  
 2011 Fellow, Annual UH Doctoral Symposium, University of Houston  
 2010 Summer Institute in Competitive Strategy (SICS) Financial Support, UC Berkeley  
 2010 Fellow, workshop on Quantitative Marketing and Structural Econometrics, Duke University  
 2008, 2012 Fellow, INFORMS Marketing Science Conference Doctoral Consortium  
 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 Municipal People's Government
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

## PUBLICATIONS

“Prominent Attributes under Limited Attention,” (with Anthony Dukes), *Marketing Science*, forthcoming, 2017

“When It’s Smart to Copy Your Competitor’s Brand Promise,” (with Anthony Dukes), *Harvard Business Review*, March 2017

“Effects of TV Advertising on Keyword Search,” (with Mingyu Joo and Kenneth C. Wilbur), *International Journal of Research in Marketing*, 33(3): 508-523, 2016

Highlighted in “What Should Marketers Read? Our Academic Trustees Tell Us” on MSI.org (2017).

“Position Auctions with Budget-Constraints: Implications for Advertisers and Publishers,” (with Shijie Lu and Anthony Dukes), *Marketing Science*, 34(6):897-905, 2015

“Selective Reporting of Factual Content by Commercial Media,” (with Anthony Dukes), *Journal of Marketing Research*, 52(1):56-76, 2015

Winner, 2012 Shankar-Spiegel Best Dissertation Proposal Award

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

Winner, 2014 John D.C. Little Award

Finalist, 2014 Frank M. Bass Award

Findings cited in *Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. by Mike Hanssens, 2015, Marketing Science Institute.

“Hybrid Advertising Auctions,” (with Kenneth C. Wilbur), *Marketing Science*, 30(2): 249–273, 2011

“Click Fraud,” (with Kenneth C. Wilbur), *Marketing Science*, 28(2): 293–308, 2009

## WORKING PAPERS

“Quality Score that Makes You Invest,” (with Zsolt Katona)

“Long-Tail Sellers and Platform Screening,” (with Zibin Xu and Shantanu Dutta)

“Exploiting Hassle Costs by a Tiered Customer Service Organization,” (with Anthony Dukes)

## **WORKS IN PROGRESS**

“The Marginal Role of Sales Force,” (with Zuhui Xiao, Mark Bergen, Daniel Levy and Mark Zbaracki)

“Signaling Product Quality to and through a Retailer,” (with Ruitong Wang, Akshay Rao and Scott Davis)

## **BOOK CHAPTERS**

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

## **TEACHING EXPERIENCE**

University of Minnesota, Twin Cities

Instructor

Marketing Strategy (Capstone Class for Undergraduate Marketing Major),  
Average Instructor Rating: 5.6/6 (2014), 5.8/6 (2015), 5.9/6 (2016 Spring), 5.9/6  
(2016 Fall)

Quantitative Modeling I (Ph.D. Seminar Class),  
Average Instructor Rating: 6/6 (2016)

University of Southern California

Instructor

Marketing Fundamentals (Undergraduate Marketing Core), Summer 2011  
Instructor Rating: 4.6/5

## **INVITED GUEST LECTURES IN PH.D. CLASS**

March 2016 Foster School of Business, University of Washington

November 2014 Marshall School of Business, University of Southern California

April 2013 Marshall School of Business, University of Southern California

## **CONFERENCE PRESENTATIONS AND INVITED TALKS**

“Exploiting Hassle Costs by a Tiered Customer Service Organization”

Fuqua School of Business, Duke University, March 2017 (Scheduled)

Harbin Institute of Technology, December 2016

Eleventh Annual Frank M. Bass FORMS Conference, March 2017, *Invited Discussant*

“My Research Overview”

Marketing Science Institute Young Scholar 2017, Park City, January 2017

“Prominent Attributes,”

Naveen Jindal School of Management, University of Texas at Dallas, March 2016  
 Foster School of Business, University of Washington, March 2016  
 The Wharton School, University of Pennsylvania, December 2015  
 Sauder School of Business, University of British Columbia, August 2015  
 INFORMS Marketing Science Conference, Baltimore, June 2015  
 1st Annual McGill International Conference on Marketing, August 2015, *Invited Discussant*  
 “Long-Tail Sellers and Platform Screening,”  
 Carlson School of Management, University of Minnesota, May 2015  
 “Position Auctions with Budget-Constrained Advertisers,”  
 Information & Decision Sciences Department, University of Minnesota, Sep 2014  
 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  
 “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  
 University of Southern California, March 2011  
 “Quality Score that Makes You Invest,” INFORMS Annual Meeting, Minneapolis, October 2013  
 “TV Advertising and Consumer Search,” University of Southern California, March 2010  
 “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**

2017	Dean’s Research Travel Grant, Carlson School of Management, UMN, \$5,000
2016-2017	Dean’s Small Research Grant, Carlson School of Management, UMN, \$4,700
2013-2016	3M Non-tenured Faculty Grant, \$45,000
2013-2015	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 (co-PI with Kenneth C. Wilbur and Mingyu Joo), \$12,000
2008	Net Institute Summer Research Grant (co-PI with Kenneth C. Wilbur), \$3,000
2007	US-China Institute Graduate Summer Fieldwork Grants, USC, \$2,700

## **EDITORIAL SERVICE**

Referee for *Marketing Science*, *Management Science*, *Journal of Marketing Research*,  
*Information Systems Research*, *MIS Quarterly*, *Operations Research*, *Production and  
 Operations Management*, *Journal of Economics & Management Strategy*, *Marketing  
 Letters*, *Electronic Commerce Research and Applications*, *International Conference on  
 Information Systems*, *IEEE Symposium on Computers and Communications*, *IEEE Signal  
 Processing Letters*, *Journal of Operational Research Society*, *Hong Kong Research Grant  
 Council*

## **OTHER SERVICE**

- 2016 Marketing Ph.D. Committee, Faculty Hiring Committee  
2015 Faculty representative, Haring Symposium  
2015 Co-Organizer: Carlson Marketing PhD Summer Research Camp

### **STUDENT ADVISING**

Zuhui Xiao (University of Minnesota), Member, Ph.D. Dissertation Committee  
Briana Williamson (University of Minnesota), Undergraduate Honor Thesis Supervisor  
Paul Mitchell (University of Minnesota), Undergraduate Honor Thesis Reader

### **CONSULTING AND INDUSTRY EXPERIENCE**

- 2002-2003 Financial Consultant, Shanghai Investment Consulting Corporation  
Consulting for Expo2010, DuPont Fibers (Shanghai), BASF Global (Shanghai)  
2000-2001 China Unicom (Shanghai) Co., Ltd, Shanghai No.1 Shopping Mall, China 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