

YI ZHU

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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* (HBR.org), March 23, 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 Keiji 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

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	Marketing Science Institute Research Grant (co-PI with Anthony Dukes), \$3,000
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*, *International Journal of Research in Marketing*, *Marketing Letters*, *Journal of Retailing*, *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

Yilong Liang (University of Minnesota), Member, Ph.D. Dissertation Committee
Ruitong Wang (University of Minnesota), Member, Ph.D. Dissertation Committee
Zuhui Xiao (University of Minnesota), Member, Ph.D. Dissertation Committee

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