

YI ZHU

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ACADEMIC POSITIONS

- 2019 – Associate Professor (with tenure), Carlson School of Management, University of Minnesota
- 2013 – 2019 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, Consumer Search, Advertising and Media, Platform Economy, Quantitative Marketing, Industrial Organization, New Product Development, Chinese Economy

HONORS AND AWARDS

- 2018 Mary & Jim Lawrence Fellow, Carlson School of Management, UMN
- 2018 Finalist, Business Week Faculty of the Year, Carlson School of Management, UMN
- 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

“Why Customer Service Frustrates Consumers: Exploiting Hassle Costs by a Tiered Customer Service Organization,” (with Anthony Dukes), *Marketing Science*, forthcoming

“Why Is Customer Service So Bad? Because It’s Profitable,” (with Anthony Dukes), *Harvard Business Review* (HBR.org), February 28, 2019

“Prominent Attributes under Limited Attention,” (with Anthony Dukes), *Marketing Science*, 36(5):683-698, 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)

“Quality Signaling and Channel Coordination,” (with Ruitong Wang and Akshay Rao)

“Prominent Platform,” (with Ruitong Wang and George John)

WORKS IN PROGRESS

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

“Social Fraud,” (with Zsolt Katona)

“Why Do Chinese Public Firms Enter Foreign Markets: The Role of CEO,” (with Marco Qin and Liangyan Wang)

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 (Spring 2014)

5.7/6 (Spring 2015)

5.9/6 (Spring 2016)

5.9/6 (Fall 2016)

5.9/6 (Fall 2017)

Introduction to Applying Analytical Tools for Solving Business Problems
(Undergraduate Business Analytics Core Class, Starting Fall 2017)

Average Instructor Rating:

5.6/6 (Fall 2017)

5.7/6 (Fall 2018)

Quantitative Modeling I (Ph.D. Seminar Class),

Instructor Rating:
6/6 (Fall 2016)
6/6 (Fall 2018)

University of Southern California
Instructor

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

INVITED GUEST LECTURES IN PH.D. CLASS

April 2019	Wharton School, University of Pennsylvania
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

“Price Search and Prominent Retailer”

School of Business, Shanghai University of Finance and Economics, June 2019
School of Management, Fudan University, May 2019

“Exploiting Hassle Costs by a Tiered Customer Service Organization”

SICS conference, Hass School of Business, UC Berkeley, June 2018
Sun Yat-sen University, October 2018
Xiamen University, July 2018

Warrington College of Business, University of Florida, March 2018
London Business School, March 2018

University College London, March 2018
School of Management, Fudan University, July 2017
39th ISMS Marketing Science Conference, USC, June 2017
Fuqua School of Business, Duke University, March 2017

Harbin Institute of Technology, December 2016

Online Platform Competition Conference, University of Florida (Econ department and Levin College of Law), March 2018, *Invited Discussant*

12th Annual Frank M. Bass FORMS Conference, March 2018, *Invited Discussant*

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 conference, 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

2019	Dean’s Research Travel Grant, Carlson School of Management, UMN, \$5,000
2018	USC-SJTU ISSI Research Grant (co-PI with Zibin Xu and Shantanu Dutta), \$30,000
2018	National Natural Science Foundation of China, Grant of ¥2,40,000 (\$351,828) for “Omnichannel Studies in Mobile Internet Era”
2018	Dean’s Research Travel Grant, Carlson School of Management, UMN, \$5,000
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*, *Decision Sciences*, *Journal of Economics & Management Strategy*, *Journal on Computing*, *International Journal of Research in Marketing*, *Marketing Letters*, *Journal of Retailing*, *Journal of Interactive Marketing*, *Electronic Commerce Research and Applications*, *Information Economics and Policy*, *PLOS ONE*, *International Conference on Information Systems*, *IEEE Symposium on Computers and Communications*, *IEEE Signal Processing Letters*, *Journal of Operational Research Society*, *Economic Development and Cultural Change*, *Social Sciences and Humanities Research Council of Canada*, *Hong Kong Research Grant Council*

OTHER SERVICE

2018-Current Undergraduate Faculty Advisory Committee, Carlson School

2016-Current Marketing Ph.D. Committee
2019 Carlson Analytics Working Group
2019 Marketing Analytics Working Group
2018 Marketing PhD Reunion Committee
2017 Undergraduate Marketing Curriculum Committee
2016 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
Placed: University of Wisconsin–Milwaukee, 2018

Briana Williamson (University of Minnesota), Undergraduate Honor Thesis Supervisor

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