

**YI ZHU**

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**ACADEMIC POSITIONS**

- 2019 – Associate Professor, 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**

- 2019 Carlson School Outstanding Research Award, UMN  
 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*, 38(3): 500-515, 2019
- “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**

“Does Surge Pricing Affect Customer Complaint Rates?” (with Max Wei and Linli Xu)

“When Half-Truths Aren’t Half-Bad: Sale Rep’s Selective Underreporting to Facilitate Market Exchange,” (with Zuhui Xiao, Mark Bergen and Mark Zbaracki)

“Paid Inclusion as Platform Screening,” (with Zibin Xu and Shantanu Dutta)

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

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

“Prominent Retailers and Price Search,” (with Ruitong Wang and George John)

## **WORKS IN PROGRESS**

“Social Sharing under Competition,” (with Yuanchen Su and Anthony Dukes)

“Social Media 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 Analytics: Customer Insights (**MBA**, Starting Fall 2019)

Average Instructor Rating:

5.6/6 (Fall 2019)

5.7/6 (Spring 2020, condensed)

Marketing Management (**MBA** core class)

Average Instructor Rating:

5.7/6 (2020, Taught through Zoom)

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)

5.7/6 (Fall 2019)

Quantitative Modeling (**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**

“Surge Pricing and Customer Complaint”

School of Management, Fudan University, Nov 2019

“Price Search and Prominent Retailer”

Wuhan University, Nov 2019

Huazhong University of Science and Technology, Nov 2019

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

39<sup>th</sup> 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 Small Research Grant, Carlson School of Management, UMN, \$4,800
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**

- 2019 Faculty Hiring Committee
- 2019 Marketing MS Program Committee
- 2018-Current Undergraduate Faculty Advisory Committee, Carlson School
- 2016-Current Marketing Ph.D. Committee
- 2019 Carlson Analytics Working Group
- 2019 Marketing Analytics Working Group
- 2018-2019 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**

Ruitong Wang (University of Minnesota), Co-Chair, Ph.D. Dissertation Committee  
Placed: Tongji University, 2020

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