

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

2021 Finalist, Don Morrison Long Term Impact Award, The INFORMS Society for Marketing Science

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
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

“Prominent Retailers and Price Search,” (with Ruitong Wang and George John), Conditionally accepted at *Journal of Marketing Research*

“Search Prominence in a Distribution Channel,” (with Mao Yuan, Linli Xu and Xu Guan), Revise & Resubmit at *Management Science*

“Does Surge Pricing Affect Customer Complaint Rates?” (with Max Wei and Linli Xu), Reject & Resubmit at *Management Science*

“Quality Score that Makes You Invest,” (with Zsolt Katona and Lei Zhuang), Revise & Resubmit at *Journal of Economics & Management Strategy*

“Paid Inclusion as Platform Screening,” (with Zibin Xu and Shantanu Dutta) Revise & Resubmit at *International Journal of Research in Marketing*

“Quality Signaling and Channel Coordination,” (with Ruitong Wang and Akshay Rao), Reject & Resubmit at *Management Science*

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

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

Customer Analytics (**MBA**, starting Spring 2021)

Average Instructor Rating:

5.6/6 (Spring 2021, condensed, Zoom)

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, starting Summer 2020)

Average Instructor Rating:

5.7/6 (2020, 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)

5.6/6 (Spring 2021, Zoom)

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

Instructor Rating:

6/6 (Fall 2016, 2018, 2020)

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

“Search Prominence in a Distribution Channel”

School of Management, Fudan University, Dec 2020

“Surge Pricing and Customer Complaint”

School of Management, Fudan University, Nov 2019

“Price Search and Prominent Retailer”

Desautels Faculty of Management, McGill University, Feb 2021

University of Science and Technology of China, April 2021

Wuhan University, Nov 2019

Huazhong University of Science and Technology, Nov 2019

Xiamen University, June 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
 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

2021	Dean's Small Research Grant, Carlson School of Management, UMN, \$5,200
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*, *Journal of Mathematical Economics*, *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

2021	Chair, Marketing Faculty Hiring Committee
2020	Chair, Faculty Fourth Year Review Committee
2019	Marketing Faculty Hiring Committee
2019	Marketing MS Program Committee
2018-2021	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	Marketing 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