

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

2022 Marketing Science Institute (MSI) Scholar

2022 Outstanding Teaching Award, Carlson School of Management, UMN

2022 Finalist, Don Morrison Long Term Impact Award, the INFORMS Society for Marketing Science

2021 Finalist, Don Morrison Long Term Impact Award

2019 Outstanding Research Award, Carlson School of Management, 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 Award, 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 Award, 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
2007	Second Winner of the International Competition on “Tokyo Apartment Rental Price Prediction”
2005-2008	Graduate Merit Award Fellowship, University of Southern California
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

“Customer Voice on Two-Sided Platforms: The Effect of Surge Pricing on Customer Complaints” (with Linli Xu and Max Wei), *Management Science*, forthcoming

“Adverse Inclusion of Asymmetric Advertisers in Position Auctions,” (with Zibin Xu and Shantanu Dutta) *International Journal of Research in Marketing*, forthcoming

“Prominent Retailer and Intra-brand Competition,” (with Ruitong Wang and George John), *Journal of Marketing Research*, 59(3): 517-533, 2022

“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

Finalist, 2021 Don Morrison Long Term Impact Award

Finalist, 2022 Don Morrison Long Term Impact 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

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

“Strategic Recommendation Algorithms,” (with Ron Berman and Hangcheng Zhao), Revise for
Third Review at *Marketing Science*

“ ‘Smart’ Pricing Recommendations by Platforms,” (with Zuhui Xiao and Mark Bergen), Reject
and Resubmit at *Production and Operations Management*

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

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

WORKS IN PROGRESS

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

“Social Media Fraud,” (with Zsolt Katona)

“Dynamic Information Learning in Online Advertising,” (with Lei Zhuang and Tony Cui)

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 Management (**Medical Industry MBA** core)

Average Instructor Rating:

5.7/6 (2020)

6.0/6 (2022)

Customer Analytics (**MBA**, condensed)

Average Instructor Rating:

5.6/6 (Spring 2021, Zoom)

5.8/6 (Spring 2022)

Marketing Analytics: Customer Insights (**MBA**)

Average Instructor Rating:

5.6/6 (Fall 2019)

5.7/6 (Spring 2020, condensed)

Marketing Analytics I (**Master of Marketing**)

Average Instructor Rating:

5.6/6 (Spring 2022)

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)

Average Instructor Rating:

5.6/6 (Fall 2017)

5.7/6 (Fall 2018)

5.7/6 (Fall 2019)

5.6/6 (Spring 2021, Zoom)

5.9/6 (Spring 2022)

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

“Research Overview”

Marketing Science Institute Scholars Conference, Jan 2023

“Search Prominence in a Distribution Channel”

USC Digital Platform Conference, Dec 2022

School of Management, University of Science and Technology of China, Nov 2022

College of Business, Shanghai University of Finance and Economics, Oct 2022

Judge Business School, University of Cambridge, July 2022

School of Management, University College London, July 2022

Carlson School of Management, University of Minnesota, June 2022

Gies College of Business, University of Illinois Urbana-Champaign, April 2022

School of Management, Fudan University, Dec 2020

“Optimal News Search and Reporting”

School of Management, Fudan University, Nov 2022

“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

“Surge Pricing and Customer Complaint”

School of Management, Fudan University, Nov 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

RESEARCH FUNDING

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|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2022 | IRM (Institute for Research in Marketing) Research Grant, UMN, \$5,000 |
| 2022 | Dean’s Research Travel Grant, Carlson School of Management, UMN, \$5,000 |
| 2022 | Dean’s Small Research Grant, Carlson School of Management, UMN, \$10,000 |
| 2021-2024 | Co-PI, National Natural Science Foundation of China, “Information Design and Digital Marketing.” Grant No. 72172089, ¥480,000 (\$75,350) |
| 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 |
| 2019-2021 | Co-PI, National Natural Science Foundation of China, “Digital Marketing Strategies: Seller Screening and Consumer Privacy.” Grant No. 71802131, ¥190,000 (\$29,826) |
| 2018-2020 | Co-PI, USC-SJTU ISSI Research Grant, \$30,000 |
| 2018 | National Natural Science Foundation of China, Grant of ¥2,40,000 (\$376,828) 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

Editorial Review Boards

Marketing Science, Oct 2021-

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

2022	Faculty Fourth Year Review Committee
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

Lei Zhuang (University of Minnesota), Co-Chair, Ph.D. Dissertation Committee
Initial Placement: Fudan University, 2022

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

Zuhui Xiao (University of Minnesota), Member, Ph.D. Dissertation Committee
Initial Placement: 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