

**YI ZHU**

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 Department of Marketing  
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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**

2023 Margaret J. Holden and Dorothy A. Werlich Endowed Professorship

2023 Winner, Don Morrison Long Term Impact Award, the INFORMS Society for Marketing Science

2022 Marketing Science Institute (MSI) Scholar

2022 Outstanding Teaching Award, Carlson School of Management, UMN

2022 Finalist, Don Morrison Long Term Impact Award

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

Winner, 2023 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), Under 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*

“Retailer Reputation in a Decentralized Channel,” (with Ruitong Wang and Akshay Rao), Reject and Resubmit at *Production and Operations Management*

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

## **WORKS IN PROGRESS**

“Prominent Platform,” (with Mao Yuan and Anthony Dukes)

“Social Media Fraud,” (with Zsolt Katona)

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

“Behavior-Based Pricing under Informed Privacy Consent,” (with Yunhyoung Kim and Tony Cui)

“The Dark Side of BNPL Competition,” (with Buqing Ma)

## **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)

6.0/6 (2023)

Customer Analytics (**MBA**, condensed)

Average Instructor Rating:

5.6/6 (Spring 2021, Zoom)

5.8/6 (Spring 2022)

5.8/6 (Spring 2023)

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)

6.0/6 (Spring 2023)

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)

5.7/6 (Spring 2023)

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

Instructor Rating:

6/6 (2016, 2018, 2020, 2023)

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**

“Prominence in Online Platforms”

45<sup>th</sup> ISMS Marketing Science Conference, June 2023

33<sup>rd</sup> POMS Conference, May 2023

“Research Overview”

Marketing Science Institute Scholars Conference, Jan 2023

“Search Prominence in a Distribution Channel”

College of Business, City University of Hong Kong, May 2023

School of Economics and Management, Tsinghua University, April 2023

Antai College of Economics and Management, Shanghai Jiao Tong University, April 2023

Monash University, March 2023

Huazhong University of Science and Technology, March 2023

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  
 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

## RESEARCH FUNDING

2023	IRM (Institute for Research in Marketing) Research Grant, UMN, \$5,000
2022	IRM 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-  
*Journal of Marketing Research*, July 2023-

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**

2023	University Senate Committee on Information Technologies, UMN
2023	P&A Hiring Committee, Department of Marketing
2023	Faculty Fourth Year Review Committee, Carlson School
2016-Current	Ph.D. Committee, Department of Marketing
2022	Tenure Review Committee, Carlson School
2022	Faculty Fourth Year Review Committee, Carlson School
2021	Chair, Marketing Faculty Hiring Committee
2020	Chair, Faculty Fourth Year Review Committee, Carlson School

2019	Faculty Hiring Committee, Department of Marketing
2019	Marketing Master of Science Program Committee, Department of Marketing
2018-2021	Undergraduate Faculty Advisory Committee, Carlson School
2019	Analytics Working Group, Carlson School
2019	Marketing Analytics Working Group
2018-2019	Marketing PhD Reunion Committee
2017	Undergraduate Marketing Curriculum Committee, Carlson School
2016	Marketing Faculty Hiring Committee
2015	Faculty representative, Haring Symposium
2015	Co-Organizer: Carlson Marketing PhD Summer Research Camp

## **STUDENT ADVISING**

Zihong Huang (Information and Decision Sciences), Member, Ph.D. Dissertation Committee  
Initial Placement: Texas Tech University, 2023

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

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

Zuhui Xiao (Marketing), Member, Ph.D. Dissertation Committee  
Initial Placement: University of Wisconsin–Milwaukee, 2018

Briana Williamson, 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