YI ZHU

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ACADEMIC POSITIONS

2024 – present Margaret J. Holden and Dorothy A. Werlich Endowed Professor, Carlson School of Management, University of Minnesota

2019 – 2024 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
2023 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, 2023 Don Morrison Long Term Impact Award
   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

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

"Quality Score that Makes You Invest," (with Zsolt Katona and Lei Zhuang), Revise and Resubmit at *Production and Operations Management*

"Behavior-Based Pricing under Informed Privacy Consent," (with Yunhyoung Kim and Tony Cui), Reject and Resubmit at *Marketing Science*

" 'Smart' Pricing Recommendations by Platforms," (with Zuhui Xiao and Mark Bergen), Under Review

"Search Prominence in a Distribution Channel," (with Mao Yuan, Linli Xu and Xu Guan), Under Review

"Retailer Reputation in a Decentralized Channel," (with Ruitong Wang and Akshay Rao)

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)

"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

"Search Prominence and Its Ramifications on Market Power, Competition and Regulations"
Keynote address at 20th Annual Conference of JMS China Marketing Science, Nov 2023
Antai College of Economics and Management, Shanghai Jiao Tong University, Nov 2023
"Prominence in Online Platforms"
45th ISMS Marketing Science Conference, June 2023
33rd POMS Conference, May 2023
"Research Overview"
Marketing Science Institute Scholars Conference, Jan 2023
"Search Prominence in a Distribution Channel"
China Europe International Business School, Nov 2023
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
    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

2023	Dean's Small Research Grant, Carlson School of Management, UMN, $9,600
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, 2021-
Journal of Marketing Research, 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, MSI Clayton Doctoral Dissertation Proposal Competition, Hong Kong Research Grant Council*

OTHER SERVICE

2023	Track Chair, 34th Annual POMS Conference
2023	University Senate Committee on Information Technologies, UMN
2023	P&A Hiring Committee, Department of Marketing
2023	Tenure Review Committee, Carlson School
2023	Scientific Committee for the 2024 Workshop on Platform Analytics
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