

YING ZHAO

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Hong Kong University of Science and Technology
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EDUCATION

Ph.D. in Marketing, 1997-2001
Haas School of Business
University of California, Berkeley

B.Eng. in Foreign Industrial Trade, 1990-1994
Beijing Institute of Technology, China

ACADEMIC POSITION

Associate Professor of Marketing, February 2010-present, HKUST
Assistant Professor of Marketing, July 2001-January 2010, HKUST

RESEARCH INTERESTS

- Competitive marketing strategy
- Consumer choice dynamics
- Media consumption and production behavior

PUBLICATIONS

- Yang Shi, Jun B. Kim and Ying Zhao (2022), "How Much Does Ad Sequence Matter? Economic Implications of Consumer Zapping and the Zapping-Induced Externality in the Television Advertising Market", *Journal of Advertising*, forthcoming.
- Yang Shi and Ying Zhao (2019), "Modeling Advertisers' Willingness to Pay (WTP) in TV Advertising Slots Selling Auctions," *Journal of Interactive Marketing*, Vol. 48, 120-133.
- Yi Zhao, Sha Yang, Vishal Narayan and Ying Zhao (2013), "Modeling Consumer Learning from Online Product Reviews," *Marketing Science*, 32(1), 153-169.
- Yi Zhao, Ying Zhao, and Kris Helsen (2011), "Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis", *Journal of Marketing Research*, 48(2), 255-267.
- Sha Yang, Yi Zhao, Tulin Erdem, and Ying Zhao (2010), "Modeling Behavioral Interaction", *Journal of Marketing Research*, 47(3), 470-484.
- Yi Zhao, Ying Zhao, and Inseong Song (2009), "Predicting New Customer's Risk Type in the Credit Card Market", *Journal of Marketing Research*, 46(4), 506-517.
- Liang Guo and Ying Zhao (2009), "Voluntary Quality Disclosure and Market Interaction", *Marketing Science*, 28(3), 488-501.
- Yuxin Chen, Sha Yang, and Ying Zhao (2008), "A Model of Consumer Brand Choice with Negotiated Prices", *Management Science*, 54(3), 538-549.

- Ying Zhao (2006), “Price Dispersion in the Grocery Market”, *Journal of Business*, 79(3), 1175-1192.
- J. Miguel Villas-Boas and Ying Zhao (2005), “Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace”, *Journal of Marketing Research*, 42(1), 83-95.
- Tulin Erdem, Ying Zhao, and Ana Valenzuela (2004), “Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions, and Risk”, *Journal of Marketing Research*, 41(1), 86-115.
- “Structural Applications of the Discrete Choice Model”, with Jean-Pierre Dube, P. Chintagunta, B. Bronneberg, R. Goettler, A. Petrin, P.B. Seetharaman, K. Sudhir, R. Thomadsen, *Marketing Letters*, 2002, 13(3), 207-220.

WORKING PAPERS

- Xuewen Wang, Ying Zhao and Yi Zhao (2023), “Learning about the Relevance of Product Attributes through Search: An Integrated Model of Consumer Search Query, Click and Purchase Decision in Online Platforms”
- Yue Wang, Ying Zhao and Min Zhao (2022), “Show Me Some Effort! The Effect of Liking versus Comments and Their Presentation Format on User-Generated Content”, under revision for a 2nd round review at *Journal of Marketing*
- Ziwei Cong, Zilei Zhang and Ying Zhao (2022), “Understanding Users’ Content Contribution Behavior when Content Can be priced”, under revision for a 2nd round review at *Marketing Science*
- Yi Zhao, Ying Zhao, Kris Helsen and Yuxin Chen (2022), “Modelling Firms’ Advertising and Pricing Strategy after a Product-Harm Crisis”
- Yi Zhao and Ying Zhao (2021), “Recovering Individual Level Dynamics Using Aggregate Data”

CONFERENCE PRESENTATIONS

- “Show Me Some Effort! The Effect of Liking versus Comments and Their Presentation Format on User-Generated Content”, with Yue Wang and Min Zhao, Association of Consumer Research Conference, October 2022
- “Firms’ Re-Entry Strategy after a Product-Harm Crisis”, with Yi Zhao and Yuxin Chen, China Marketing International Conference, July 2018
- “The Effect of Random Slot Allocation on Advertisers’ Welfare in Television Advertising”, Marketing Science Conference, Los Angeles, June 2017
- “Recovering Individual Level Dynamics Using Aggregate Level data”, Marketing Science Conference, Shanghai, June 2016
- “The Effect of Money on Consumption and Consumption Enjoyment”, Marketing Science Conference, Shanghai, June 2016
- “A Two Stage Model of TV Viewer’s Strategic Viewing and Zapping Behavior”, with Yang Shi and Jun Kim, Marketing Science Conference, Atlanta, June 2014
- “Modeling Advertisers’ Willingness to Pay in TV Advertising Slots Selling Auctions”, with Yang Shi, Annual Conference of China Marketing Science, 2014
- “An Empirical Model of Firms’ Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of a Product Harm Crisis”, Big Data Marketing Analytics: 2014 Greater-China Symposium, June 2014

- “An Empirical Study of Cell Phone Service Usage under Consumer Uncertainty”, Telecom Special Interest Forum, CIEBS, Shanghai, May 2011.
- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis,” 2nd Research Forum on Marketing, Shanghai, China, June 2011.
- “An Empirical Model of Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of Product Harm Crisis”, with Yi Zhao and Yuxin Chen, Marketing Science Conference, June 2011.
- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis”, International Conference on Quantitative Methods in Business Applications, Beijing, June 2010
- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis”, Marketing Science Conference, Singapore, June 2007
- “A Model of Consumer Brand Choice with Negotiated Prices”, Informs International Conference, Hong Kong, June 2006.
- “A Dynamic Model for Repayment Behaviors of New Customers in the Credit Card Market”, Marketing Science Conference, Pittsburgh, June 2006.
- “An Empirical Study of Cell Phone Service Usage under Consumer Uncertainty”, Marketing Science Conference, Pittsburgh, June 2006.
- “A Joint Analysis of Buyer’s Choice and Dealer-Buyer Negotiation in the Auto Market”, Marketing Science Conference, University of Maryland, June 2003
- “Price dispersion in the grocery market”, Marketing Science Conference, Alberta, Canada, June 2002
- “Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions, and Risk”, Special Session, Marketing Science Conference, Alberta, Canada, June 2002
- “Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions, and Risk”, Marketing Science Conference, Wiesbaden, Germany, June 2001
- “The Ketchup Marketplace: Retailer, Manufacturers, and Individual Consumers”, Marketing Science Conference, Syracuse, May 1999

INVITED PRESENTATIONS

- “An Empirical Model of Firms’ Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of a Product Harm Crisis,” Department of Economics, UPF, March 2015
- “An Empirical Model of Firms’ Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of a Product Harm Crisis”, Department of Marketing, Shanghai University of Finance and Economics, October 2014
- “An Empirical Model of Firms’ Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of a Product Harm Crisis”, Department of Marketing, Shanghai University of Finance and Economics, National University of Singapore, September 2014
- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis,” Marketing Summit, University of Queensland, Australia, March 2012.
- “An Empirical Model of Firms’ Dynamic Re-entry, Advertising and Pricing Strategies in the Wake of a Product Harm Crisis”, CKGSB, July 2011.

- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis”, School of Management, Nanjing University, April 2011.
- “Predicting New Customer’s Risk Type at the Credit Card Market”, Cheung Kong Business School, July 2008.
- “Predicting New Customers’ Risk Type in the Credit Card Market”, with Yi Zhao and Inseong Song, Risk Analysis Division, Office of the Comptroller of the Currency, Administrator of National Banks, Washington D. C., December 2007
- “A Model of Consumer Brand Choice with Negotiated Prices”, International Forum on Marketing Science, Chengdu, China, July 2006.
- “A Structural Approach to Modeling Negotiated Prices of Automobiles”, Whitman School of Management, Syracuse University, September 2006
- “A Structural Approach to Modeling Negotiated Prices of Automobiles”, Summer Institute of Competitive Strategy, University of California, Berkeley, July 2004
- “A Structural Approach to Modeling Negotiated Prices of Automobiles”, Marketing Department, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, April 2004
- “The Ketchup Marketplace: Retailer, Manufacturers, and Individual Consumers”, UC Berkeley Invitational Symposium on Choice Modeling and Behavior, Monterey, California, May 2001
- “Price Dispersion in the Grocery Market”, University of Toronto, November 2000.
- “Price Dispersion in the Grocery Market”, Hong Kong University of Science and Technology, October 2000.
- “Price Dispersion in the Grocery Market”, Haas School of Business, University of California, Berkeley, October 2000.

HONORS AND AWARDS

- Beta Gamma Sigma, 2007
- Wei Lun Fellow, Hong Kong University of Science and Technology, 2001-2005
- AMA-Sheth Doctoral Consortium Fellow, University of Southern California, 1999
- Doctoral Fellowship, University of California, Berkeley, 1997-2001

RESEARCH GRANTS

- “An Empirical Analysis of TV Viewers’ Advertisement Viewing Behavior”, UGC Infrastructure Grant, Hong Kong, 2017-2019, 30233HKD
- “Recovering Individual Dynamics Using Aggregate Level Data”, UGC Infrastructure Grant, Hong Kong, 2015-2018, 15000HKD
- “Understanding Advertisers’ Bidding Behavior in the Auction for TV Advertisement Spots”, RGC Competitive Research Grants, Research Grants Council, Hong Kong, 2012-2015, 224,377.75HKD
- “Firm’s Reentry Strategy after a Product Recall due to Product-Harm Crisis”, RGC Competitive Research Grants, Research Grants Council, Hong Kong, 2009-2011. 480,240HKD.
- “Modeling Consumer Choice Behavior in the Wake of a Product Harm Crisis,” Direct Allocated Grants, Research Grants Council, Hong Kong, 2008-2009. 55000 HKD.
- “Consumer Evolution and Targeting in the Credit Card Market”, RGC Competitive Research Grants, Research Grants Council, Hong Kong, 2005-2008. 446,176HKD.

- “An Empirical Analysis of Price Negotiation in the Automobile Market”, Direct Allocation Grant, Research Grants Council, Hong Kong, 2004-2005. 90,000HKD.
- “A Cross-Country Analysis of Consumer Store Brand Preference, Perceptions, and Risk”, Direct Allocation Grant, Research Grants Council, Hong Kong, 2003-2004. 70,000HKD.
- “Learn from Self and from Others in the Cell Phone Market”, Direct Allocation Grant, Research Grants Council, Hong Kong, 2003-2004. 90,000HKD.
- “Customizing Dealer Promotion”, Direct Allocation Grant, Research Grants Council, Hong Kong, 2002-2003. 50,000HKD.
- “Price Dispersion in the Grocery Market”, Direct Allocation Grant, Research Grants Council, Hong Kong, 2001-2002. 70,000HKD.

TEACHING

- Quantitative Modeling (PhD seminar, HKUST)
- Marketing Research (UG core course, HKUST)
- Retailing (UG Elective, HKUST)

STUDENT ADVISING

PhD Thesis Advising

- Yi Zhao (2010), “Empirical Modeling of Consumer and Firm Behaviors in the Wake of Product Harm Crisis”, Georgia State University
- Yang Shi (2015), “Two Essays on Television Advertising”, Sun Yat-Sen University
- Ziwei Cong (2022), “Monetizing User Generated Content: Design and Incentive”, Georgetown University

MPhil Thesis Advising

- Ziwei Cong (2018), “Understanding Users’ Content Contribution Behavior When Content Can Be Priced”
- Yue Wang (2022), “Media Exposure and Consumer Preference: Understanding Consumer Choice Dynamics in the Pharmaceutical Market”

PhD Thesis Committee member

- Xi Chen (2013), “Two Essays in Social Networking Marketing”, Erasmus University
- Hyun Chul Maeng(2017), “Upselling and Cheap Talk”, Indian Institute of Management
- Suhas Bijayakumar (2021), “An Essay on Intergenerational Word of Mouth and its Impact on Product Perception”, University College Dublin
- Haoshen Fan (2021), “Two Essays on the Role of Information on Online Platforms”, Neoma University
- Huidi Lu (2022), “Two Essays on Managing the Retail Marketing Mix”, Neoma University

SERVICES

University

- Internal Selection Committee (2012-2013)
- Participant, Connecting with Faculty Program for Undergraduate Students, 2017

School

- Department Head Search Committee 2021
- PhD Committee, 2009-2012, 2015-2019
- Academic Research Committee, 2012-2013
- Aramco MBA Committee, 2013-2016
- Co-director, Center for Marketing and Supply Chain Management 2012~
- Search Committee for the Marketing Department Head, 2012-2015
- Faculty Mentor for Undergraduate Students, 2014, 2016, 2017, 2018
- Interview the JUPAS students

Department

- PhD Coordinator, 2009-2012, 2015-2019
- PhD committee, 2002-2012, 2015~
- Department faculty recruiting panel
- Department substantiation and Promotion Committee, 2010-
- Chair, Department substantiation and Promotion Committee, 2017-2018
- Department seminar series 2015~

Professional Service to the Field

Reviewer

- Marketing Science
- Management Science
- Journal of Marketing Research
- Journal of Marketing
- Journal of Economic Psychology
- Journal of Retailing
- Naval Research Logistics

Grant reviewer

- Research Grants Council, Hong Kong

Conference organization

- Organizing Committee: Marketing Dynamics Conference, HKUST
- Co-organizer: Workshop on Information and Quality, HKUST