

## YING ZHAO

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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

Assistant Professor of Marketing, 2001-present, HKUST

### RESEARCH INTERESTS

- Competitive marketing strategy
- Consumer choice dynamics
- Interdependent consumer choices

### PUBLICATIONS

- “Modeling Behavioral Interaction”, with Sha Yang, Yi Zhao, and Tulin Erdem, *Journal of Marketing Research*, forthcoming.
- “Predicting New Customer’s Risk Type in the Credit Card Market”, with Yi Zhao and Inseong Song, *Journal of Marketing Research*, forthcoming.
- “Voluntary Quality Disclosure and Market Interaction”, with Liang Guo, *Marketing Science*, forthcoming.
- “A Model of Consumer Brand Choice with Negotiated Prices”, with Yuxin Chen and Sha Yang, *Management Science*, 2008, 54(3), 538-549.
- “Price Dispersion in the Grocery Market”, *Journal of Business*, 2006, 79, 1175-1192.
- “Retailer, Manufacturers, and Individual Consumers: Modeling the Supply Side in the Ketchup Marketplace”, with J. Miguel Villas-Boas, *Journal of Marketing Research*, 2005, 42, 83-95
- “Performance of Store Brands: A Cross-Country Analysis of Consumer Store Brand Preferences, Perceptions, and Risk”, with Tulin Erdem and Ana Valenzuela, *Journal of Marketing Research*, 2004, 41, 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, 3, 207-220.

## **WORKING PAPERS**

- “Consumer Learning in a Turbulent Market Environment: Modeling Consumer Choice Dynamics in the Wake of Product Harm Crisis”, with Yi Zhao and Kris Helsen, under revision for the 3<sup>rd</sup> review at *Journal of Marketing Research*.
- “Social Communication and Durable Goods Pricing”, with Liang Guo and Hao Zhao, under the 2<sup>nd</sup> review at *Marketing Science*.
- “An Empirical Study of Cell Phone Service Usage under Consumer Uncertainty”, with Sha Yang, Tulin Erdem, and Oliver Zhao.

## **WORK IN PROGRESS**

- “Sequential Decision Making under Uncertainty: An Empirical Analysis of Where and How Much to Shop”, with Liang Guo.
- “On Line Chat Room and Consumer Automobile Purchasing”, with Yuxin Chen and Liang Guo
- “Modeling Firms’ Re-Entry Strategy after a Product-Harm Crisis”, with Yi Zhao
- “An Empirical Model of Consumer Search with Information Updating”, with Yi Zhao and Sha Yang
- “Learning with Experiential Products”, with Yi Zhao, Sha Yang, Vishal Narayan
- “A Cross-Country Analysis of Umbrella Branding Strategy for Store-Brands”, with Tulin Erdem

## **CONFERENCE PRESENTATIONS**

- “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**

- “Predicting New Customer’s Risk Type at the Credit Card Market”, Cheung Kong Business School, July 2008.
- “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
- Teaching and Research Assistantship, University of Alberta, Canada, 1995-1997
- People’s Scholarship, Beijing Institute of Technology, Beijing, China, 1990-1994

## **RESEARCH GRANTS**

- “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)

## **STUDENT ADVISING**

- Dissertation Adviser: Yi Zhao, PhD in Marketing, HKUST, 2004-  
Placement: Georgia State University
- Thesis committee member: Hua Wang, MPhil in Marketing, HKUST, 2004

## **SERVICE**

- PhD coordinator, Department of Marketing, HKUST, 2009-
- PhD committee, Department of Marketing, HKUST, 2002-present
- Served on faculty recruiting panel at the summer AMA conference

## **CONSULTING EXPERIENCE**

- Credit Card
- Telecommunication

## **OTHER**

- Member of AMA, INFORMS
- Ad hoc reviewer for *Marketing Science*, *Journal of Economic Psychology*, *Journal of Marketing*.

## **PERSONAL**

Married with two daughters (born August 2005, and March 2007)