

Yi Zhu

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Education

University of Southern California	Los Angeles, CA
<i>Doctoral Studies in Business Administration</i> , 2008- <i>Doctoral Studies in Economics</i> , 2005-2008	
McGill University	Montreal, Q.C., Canada
<i>Doctoral Studies in Economics</i> , 2004- 2005	
The University of British Columbia	Vancouver, B.C., Canada
<i>M.A. in Economics</i> , August 2004	
Shanghai Academy of Social Sciences	Shanghai, China
<i>M.A. in Management</i> , July 2002	
Shanghai University of Electric Power	Shanghai, China
<i>B.Eng. in Industry Engineering Management</i> (Highest Honor), July 1998	

Research Interest

Quantitative Marketing, Industrial Organization, Advertising, E-commerce, Online Auctions, New Product Development, Sales Force Management

Publication

Wilbur, Kenneth C. and Yi Zhu (2009), "Click Fraud," *Marketing Science*, 28(2): 293-308

Works in Progress

- "Hybrid Advertising Auctions," with Kenneth Wilbur
- "Offline/online," with Kenneth Wilbur and Sha Yang
- "Exclusive Program Sponsorship: Theory and Evidence," with Kenneth Wilbur

Invited Presentation

- "Hybrid Advertising Auctions," invited talk presented at Stern School of Business, New York University, Net Institute Conference, May 2009

Conference Presentations

- "Hybrid Advertising Auctions," INFORMS Annual Meeting, San Diego, Oct 2009
- "Hybrid Advertising Auctions," Marketing Science Conference, Ann Arbor, June 2009
- "Exclusive Program Sponsorship: Theory and Evidence," Marketing Science Conference, Vancouver, June 2008

Honors and Awards

- *Net Institute Summer Research Grant* (with Kenneth Wilbur), 2008
- *USC Provost Fellowship*, University of Southern California, 2008-Current
- *Graduate Merit Award Fellowship*, University of Southern California, 2005-2008
- *Second Winner* of the International Competition "Tokyo Apartments Rental Price Prediction," 2007
- *Graduate Scholarship*, McGill University, 2004-2005

- *International Tuition Scholarship*, University of British Columbia, 2003-2004
- *Shanghai Outstanding Student Leader Award*, Shanghai Youth League, 1997
- *University Outstanding Student Leader Award*, Shanghai University of Electric Power, 1996
- *NOVA Scholarship*, Chinese State Power Department (The highest honor), 1996
- *University Scholarship*, Shanghai University of Electric Power, 1995-1997
- *Third Prize, National Contest in Mathematics*, China, 1991

Teaching Experience

- Teaching Assistant, Principle of Microeconomics, Economics of Transition and Development: China, USC, 2007-2008
- Teaching Assistant, Economic Statistics-Honors, McGill University, 2004-2005
- Teaching Assistant, Intermediate Microeconomics Analysis, Principles of Macroeconomics, University of British Columbia, 2004

Research Experience

- Research Assistant for Professor Juan Carrillo, USC, 2007-2008
- Research Assistant for Professor John Strauss, USC, 2006-2007
- Research Assistant for Professor Licun Xue, McGill University, 2004-2005
- “Feasible Study on how to set up the Non-State-Owned Commercial Bank in Jiangsu Province,” 2002
- “The Management Information System Integration For Shanghai Academy of Geology Research,” 2001
- “The Development Strategy of Shanghai No.1 Mall,” 2001
- “Long term forecasting about Chinese National Pharmacy Industry” 2001
- “How to increase the Operational Efficiency among Shanghai’s state-owned Commercial Enterprises,” 2000
- “The Commercial Real Estate Market Analysis for Wuhan City,” 2000
- “The Market Strategy Research for China Unicom (Shanghai) Co., Ltd,” 2000
- “The Innovation Strategy for Shanghai Enterprises” 2000

Professional Experience

Shanghai Investment Consulting Corporation Shanghai, China
Financial Consultant, 2002-2003

- The Group Member of “Expo2010, Shanghai” Application Team
- Feasibility Study for the Establishment of DuPont Fibers (Shanghai) Limited
- The Market Investigation and Investment Feasibility Study of TDI/MDI Industry in China

Publications in Chinese

- “How does Small Enterprises cope with WTO,” *Shanghai Economy*, 2001/7-8
- “Gold and Gold Market,” *China Gold*, 2001/4-2001/5
- “Chinese District Economics Development: Public Policy and Empirical Research” (with Yang Jianwen), *Shanghai Academy of Social Sciences Press*, 2003
- “Enterprise Management Innovation” (with Li Wuwei), *Shanghai Academy of Social Sciences Press*, 2004