

ZIWEI CONG

McDonough School of Business, Georgetown University

Washington, DC 20057

+1 (202) 394-2666 ◊ zc260@georgetown.edu

EDUCATION

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| Hong Kong University of Science and Technology, Hong Kong | |
| Ph.D. Candidate, Quantitative Marketing | July 2022 |
| M.Phil., Quantitative Marketing | June 2018 |
| Renmin University of China, Beijing, China | |
| M.Phil., Economics | June 2016 |
| Exchange at the EDHEC Business School, Nice, France | Fall 2014 |
| B.Sc., Economics | June 2013 |

POSITIONS HELD

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| McDonough School of Business, Georgetown University | |
| Assistant Professor of Marketing | Aug 2022 – present |

RESEARCH INTERESTS

Substantive: Content Economy, Digital Platforms, Social Media, Pricing, Recommendation Algorithms

Methodological: Causal Inference, Natural/Field Experiments, Quasi-Experimental Methods, Machine Learning

DISSERTATION

Monetizing User Generated Content: Design and Incentive

- Winner, 2021 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award
- Runner-up, 2020 Shankar-Spiegel Dissertation Proposal Award
- Finalist, 2020 Best Doctoral Dissertation Proposal Competition, American Statistical Association (Marketing Section)

PUBLICATIONS

Yin, Mingzhang, Ziwei Cong, and Jia Liu (2026), “Understanding the Evolvement of Multi-User Activities on Content Platforms: A Multi-Dynamic Neural Poisson System.” Forthcoming at *Marketing Science* [Paper]

Cong, Ziwei, Ying Zhao and Zilei Zhang (2025), “Understanding Users’ Content Contribution Behavior When Content Can Be Priced.” *Marketing Science*, 44(3), 491-732 [Paper]

- Featured in “My Journal Reader” by American Marketing Association

Liu, Jia and Ziwei Cong (2023), “The Daily Me versus the Daily Others: How Do Recommendation Algorithms Change User Interests? Evidence from a Knowledge-Sharing Platform.” *Journal of Marketing Research*, 60(4), 761-791 [Paper]

- Featured in “My Journal Reader” by American Marketing Association

WORKING PAPERS

Cong, Ziwei, Jia Liu and Puneet Manchanda (2026), “From Live to Recording: Consumer Demand and Response to Price Across the Livestreaming Lifecycle.” *Under review at Marketing Science*

Cong, Ziwei, Jia Liu and Shijie Han (2026), “When Connections Depress Contributions: The Hidden Cost of Social Filtering.” *Under review at Journal of Consumer Research*

Yin, Mingzhang, Ruijiang Gao, and Ziwei Cong (2025), “Personalizing Language Models for Generative Targeting.” *Under review at Marketing Science*

SELECTED WORK IN PROGRESS († STUDENT MENTORED)

Cong, Ziwei and Anita Rao, “Ranking for Neutrality: The Impact of Algorithmic Ranking on Content Production and User Engagement.” *Manuscript in Preparation*

Chen, Yi†, Ziwei Cong, Yixing Chen, and Liwen Hou, “Supplier Response to Recommendations: Evidence from a Business-to-Business Electronic Commerce Platform.” *Manuscript in Preparation*

HONORS AND AWARDS

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| Fellow, 2025 Summer Workshop in Marketing Science | Jul 2025 |
| Fellow, 2023 ISMS Early Career Scholars Camp | Oct 2023 |
| Winner, Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award | Jan 2022 |
| Runner-up, Shankar-Spiegel Dissertation Proposal Award | Oct 2021 |
| Fellow, ISMS Marketing Science Doctoral Consortium 2021 | Jun 2021 |
| Finalist, Best Doctoral Dissertation Proposal Competition, American Statistical Association (Marketing Section) | Jan 2021 |
| Dean’s PhD Fellowship for Research Excellence 2020-21, HKUST | Oct 2020 |
| UGC Research Travel Award×3, HKUST | 2019-2021 |
| Postgraduate Studentship, HKUST | 2016-2021 |
| National Scholarship, Ministry of Education, China | 2013-2015 |
| Outstanding Student Award, Beijing Municipal Commission of Education, China | 2013 |
| Outstanding Undergraduate Thesis Award, Renmin University of China | 2013 |

INVITED TALKS

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| MSI Webinar | April 2026 (scheduled) |
| London Business School | March 2026 |
| Temple University, Global Institute for Artificial Intelligence & Business Analytics | Feb 2026 |
| George Mason University | Nov 2025 |
| American University | Sep 2025 |
| China Marketing International Conference, Doctoral Consortium | Jul 2025 |
| Renmin University of China | Jun 2024 |
| Shanghai University of Finance and Economics | Jun 2024 |
| Peking University | May 2023 |
| ISMS Marketing Science Conference, Online | Jun 2022 |
| University of Cambridge | Nov 2021 |
| Georgetown University | Oct 2021 |
| University of Texas at Dallas | Oct 2021 |

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| Hong Kong University | Oct 2021 |
| Renmin University of China | Oct 2021 |
| University of Virginia, Darden School of Business | Oct 2021 |
| University of North Carolina, Charlotte | Oct 2021 |
| George Mason University | Oct 2021 |
| North Carolina State University | Sep 2021 |
| University of Chile | Sep 2021 |
| Fudan University | Sep 2021 |
| Shanghai University of Finance and Economics | Aug 2021 |
| Erasmus University of Rotterdam | Aug 2021 |
| Joint Statistics Meetings, American Statistical Association | Aug 2021 |

CONFERENCE PRESENTATION

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| Behavioral Brown Bag Seminar, Georgetown University | 2026 |
| China India Insights Conference, UC Berkeley | 2025 |
| Artificial Intelligence in Management Conference, USC Marshall | 2025 |
| Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Yale | 2024 |
| ISMS Marketing Science Conference, UNSW | 2024 |
| China India Insights Conference, HKU | 2024 |
| Marketing Area Research Consortium (MARC), Pittsburgh University | 2024 |
| Marketing and the Creator Economy Conference, Columbia Business School | 2023 |
| China Marketing International Conference, Sichuan University | 2023 |
| China India Insights Conference, USC Marshall | 2022 |
| ISMS Marketing Science Conference, Online | 2022 |
| The 16th Annual Frank M. Bass FORMS Conference, Online | 2022 |
| ISMS Marketing Science Conference, Online | 2021 |
| Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Online | 2020 |
| ISMS Marketing Science Conference, Online | 2020 |
| China Marketing International Conference, Guangzhou | 2019 |
| ISMS Marketing Science Conference, University of Roma Tre | 2019 |

PROFESSIONAL SERVICES

Ad Hoc Reviewer

Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing, International Journal of Research in Marketing

Competition/Conference/Workshop

Program committee, Workshop on Platform Analytics (2026)
 Reviewer, the 27th International Conference on Artificial Intelligence and Statistics
 Reviewer, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2022, 2023)

The University

Undergraduate Curriculum and Standards Committee (2026 - current)
 NRF Business of Retail Initiative Advisory Committee (2025 - current)
 Data, Design, and Technology Advisory Committee (2025 - current)

TEACHING EXPERIENCE

Instructor, Georgetown University

Principles of Marketing

Fall 2022, 2023, 2024, 2025

Teaching Assistant, HKUST

Innovative Thinking (EMBA), Jacob Goldenberg

June 2022

Marketing Strategy and Policy (MBA), Joseph Salvacruz

Fall 2021

Marketing Research (Undergraduate), Jia Liu

Spring 2020

Consumer Behavior (Undergraduate), Rongrong Zhou

Fall 2020

Marketing Research (Undergraduate), Song Lin

Spring 2019

STUDENT ADVISING

Research Assistant (Placement)

Yi Chen, M.S. in Econ at Duke University, 2022-2025 (Ph.D. in Marketing at Ross School of Business, University of Michigan)

Jiayi Zhang, UG in Business at HKUST, 2022-2023 (Ph.D. in Marketing at Olin Business School, Washington University in St.Louis)

Yunhan Zhang, M.S. in Data Analytics at Georgetown University, 2022-2023 (Webull Financial LLC)

MEDIA COVERAGE

AI Slop is Taking Over the Internet. And It's Here to Stay, MarketWatch, Dec 2025

NPR's Academic Minute: The Impact of Freemium Models on Content Creators and Platforms, McDonough School of Business, Georgetown University, Aug 2025

Office Hours: The Power of Influencer Marketing During the Holiday Season, McDonough Newsroom, Georgetown University, Dec 2024

Prime Day 2024 Is Here. Deals Are a Mixed Bag, NerdWallet, Jul 2024

How to Shop Safely on Social Media, NerdWallet, Oct 2023

Nurturing a Passion for Business Research, South China Morning Post, Oct 2022

PROGRAMMING

Python, Stata, R, SQL, PyTorch, Tensorflow, Skorch, Spark, HTML