

# ZIWEI CONG

McDonough School of Business, Georgetown University

Washington, DC 20057

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## 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

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

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

## DISSERTATION

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### 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

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Liu, Jia and Ziwei Cong (2022), “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 Read” by American Marketing Association

## WORKING PAPERS

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Cong, Ziwei, Ying Zhao and Zilei Zhang (2024), “Understanding Users’ Content Contribution Behavior When Content Can Be Priced.” *Conditionally Accepted at Marketing Science*

Cong, Ziwei, Jia Liu and Puneet Manchanda (2022), “The Role of “Live” in Livestreaming Markets: Evidence using Orthogonal Random Forest.” *Reject and Resubmit at **Marketing Science** [SSRN]*

Cong, Ziwei and Jia Liu (2024), “Recommendation Algorithms on User-Generated Content in Social Networks: the Quantity-Quality Dilemma.” *Manuscript in preparation*

Yin, Mingzhang, Ziwei Cong, and Jia Liu (2024), “Understanding the Evolvement of Multi-User Activities on Content Platforms: A Multi-Dynamic Neural Poisson System.” *Manuscript in preparation*

## WORK IN PROGRESS

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Chen, Yi, Yixing Chen, Ziwei Cong and Liwen Hou “Supplier Response to Matchmaking in Business-to-Business E-commerce: Spillover and Heterogeneity” *Empirical estimation in progress*

## HONORS AND AWARDS

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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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Renmin University of China	June 2024
Shanghai University of Finance and Economics	June 2024
Peking University	May 2023
ISMS Marketing Science Conference, Online	June 2022
University of Cambridge	Nov 2021
Georgetown University	Oct 2021
University of Texas at Dallas	Oct 2021
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

**CONFERENCE PRESENTATION**


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ISMS Marketing Science Conference, Sydney	2024
China India Insights Conference, Hong Kong	2024
Marketing Area Research Consortium (MARC), Pittsburgh	2024
Marketing and the Creator Economy Conference, New York	2023
China Marketing International Conference, Chengdu	2023
China India Insights Conference, Los Angeles	2022
ISMS Marketing Science Conference, Online	2022
The 16th Annual Frank M. Bass FORMS Conference, Online	2022
ISMS Marketing Science Conference, Online	2021
NYU-Temple-CMU Conference, Online	2020
ISMS Marketing Science Conference, Online	2020
China Marketing International Conference, Guangzhou	2019
ISMS Marketing Science Conference, Roma	2019

**PROFESSIONAL SERVICES****Ad Hoc Reviewer**

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

**Competition/Conference/Workshop**

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

**TEACHING EXPERIENCE****Instructor, Georgetown University**

Principles of Marketing Fall 2022, 2023, 2024

**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-

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**

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[Prime Day 2024 Is Here. Deals Are a Mixed Bag](#), NerdWallet, Jul 2024

[How to Shop Safely on Social Media](#), NerdWallet, Oct 2023

## **PROGRAMMING**

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