

ZIWEI CONG

McDonough School of Business, Georgetown University
Washington, DC 20057
+1 (202) 394-2666 ◊ zc260@georgetown.edu

EDUCATION

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

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

RESEARCH INTERESTS

Substantive: Content Economy, Digital Platforms, User Generated Content, Social Media, Influencer Marketing, 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

Liu, Jia and Ziwei Cong (2022), “The Daily Me versus The Daily Others: Can Social Recommender Systems Diversify User Interests?” *Forthcoming at **Journal of Marketing Research*** [SSRN]

WORKING PAPERS (* INDICATES EQUAL AUTHORSHIP)

Cong, Ziwei, Ying Zhao and Zilei Zhang (2022), “Understanding Users’ Content Contribution Behavior When Content Can Be Priced.” *Major revision at **Marketing Science***

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

WORK IN PROGRESS

Cong, Ziwei and Jia Liu, “How Can Recommendation Algorithms Influence What Content Users Contribute? Evidence from a Quasi-Experiment.” Model estimation in progress

“Understanding User Purchase of Paid Online Content using Free Content Consumption and Social Interaction Networks” with Jia Liu. Model development in progress

HONORS AND AWARDS

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	June 2021
Finalist, Best Doctoral Dissertation Proposal Competition, American Statistical Association (Marketing Section)	January 2021
Dean’s PhD Fellowship for Research Excellence 2020-21, HKUST	October 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

ISMS Marketing Science Conference, University of Chicago	June 2022
Joint Statistics Meetings, American Statistical Association	August 2021
Shanghai University of Finance and Economics	August 2021
Erasmus University of Rotterdam	August 2021
North Carolina State University	Sep 2021
University of Chile	Sep 2021
Fudan University	Sep 2021
Hong Kong University	Oct 2021
Renmin University of China	Oct 2021
Georgetown University	Oct 2021
University of Virginia	Oct 2021
University of Texas at Dallas	Oct 2021
University of North Carolina, Charlotte	Oct 2021
University of Cambridge	Nov 2021

CONFERENCE PRESENTATION

China India Insights Conference, USC	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

Marketing Science, Management Science

Conference/Workshop/Competition

Reviewer, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition

TEACHING EXPERIENCE

Instructor, Georgetown University

Principles of Marketing Fall 2022

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

PROGRAMMING

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