

Z. Eddie Ning

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Current Position	Assistant Professor of Marketing, since 2019 Cheung Kong Graduate School of Business
Education	University of California Berkeley Ph.D., Business Administration (Marketing), 2014-2019 B.A., Applied Mathematics, Economics, 2008-2012
Research Interests	Information Acquisition, Consumer Search, Pricing, Bargaining, Stochastic Games, Economics of AI
Publications	“List Price and Discount in A Stochastic Selling Process,” Marketing Science , 2021, 40(2). “Following the Customers: Dynamic Competitive Repositioning,” with J. Miguel Villas-Boas. Management Science , forthcoming.
Working Papers	“Bargaining Between Collaborators of a Stochastic Project,” Revise and resubmit, RAND Journal of Economics . “Browse or Experience,” with J. Miguel Villas-Boas. Revise and resubmit, Marketing Science . “How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms,” with H. Henry Cao, Liye Ma, and Baohong Sun. Revise and resubmit, Management Science . “Label Informativeness and Price Sensitivity for Cigarettes,” Reject-resubmit, Journal of Marketing Research .
Work In Progress	“Targeted Advertising as an Implicit Recommendation and Personal Data Opt-Out,” with Jiwoong Shin and Jungju Yu. “Personalized Horizontal Positioning,” with Jinzhao Du.

Selected Talks

University of Southern California, Nov. 2021
INFORMS Annual Meeting, Oct. 2021
Summer Institute in Competitive Strategy, Aug. 2021
European Conference on Operational Research, Jul. 2021
China Meeting of the Econometric Society, Jun. 2021
North American Summer Meeting of the Econometric Society, Jun. 2021
Marketing Science Conference, Jun. 2021
Artificial Intelligence in Management, May. 2021
International IO Conference, May. 2021
Conference on AI, ML, and Business Analytics, Nov. 2020
The Econometric Society World Congress, Jul. 2020
Marketing Science Conference, Jun. 2020
Marketing Science Conference, Jun. 2019
University of Cambridge, May 2019
Imperial College London, May 2019
Yale University, Dec. 2018
National University of Singapore, Oct. 2018
Rice University, Oct. 2018
Chinese University of Hong Kong, Oct. 2018
Cheung Kong Graduate School of Business, Sep. 2018
University of California Berkeley (Marketing), Sep. 2018
University of California Berkeley (Economics), Apr. 2018
European Winter Meeting of the Econometric Society, Dec. 2017
IO Theory Conference, Nov. 2017
University of California Berkeley (Marketing), Oct. 2017
Marketing Science Conference, Jun. 2017

Teaching

Cheung Kong Graduate School of Business

Business Simulation (MBA), 2019, 2021
AI and Business Applications (MBA), 2020-2021
AI and Big Data for Executives (Executive Education), 2020-2021
AI and Enterprise Transformation (EMBA), 2021

University of California Berkeley

Economic Analysis (Undergraduate), 2016

Professional Services

Associate Editor, 2021-2023

Quantitative Marketing and Economics

Editorial Board, 2022-2024

Marketing Science

Reviewer,

Marketing Science, Quantitative Marketing and Economics, Management Science (Marketing, Revenue Management and Market Analytics), **Journal of Industrial Economics, Review of Industrial Organization** and **Production and Operations Management**

Awards and Fellowships	Sheth-AMA Doctoral Consortium Fellow, 2017 Journal of Industrial Economics Fellow, 2017 Graduate Division Summer Grant, UC Berkeley, 2017 URAP Summer Award, UC Berkeley, 2010
Industry Experience	Antitrust Associate, Charles River Associates , 2012-2013 Policy Analyst II, Federal Reserve Bank of San Francisco , 2013-2014
Misc.	Certified Scotch Professional, The Council of Whiskey Masters