

XINRONG ZHU

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Department of Analytics, Marketing & Operations, Imperial College Business School
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EMPLOYMENT

Imperial College Business School
Department of Analytics, Marketing & Operations July, 2022 – Present

EDUCATION

University of Wisconsin-Madison
Ph.D. in Economics 2018 – 2022

Cornell University
Ph.D Program in Economics 2015 – 2018
– Transferred to UW-Madison with Dissertation Committee Chair

Renmin University of China
M.S. in Economics 2012 – 2015

Renmin University of China
B.A. in Economics 2008 – 2012

RESEARCH INTERESTS

Quantitative Marketing; Empirical Industrial Organization; Retail Analytics; Policy Evaluation

PUBLICATIONS

Direct and Indirect Effects of Mandatory GMO Disclosure with Existing Voluntary Non-GMO Labeling (*Marketing Science*)
with Aaron Adalja, Jūra Liaukonytė, and Emily Wang

Frontiers: Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact? (*Marketing Science*)
with Jūra Liaukonytė and Anna Tuchman

Rejoinder: Spilling More Beans on Political Consumerism: It's More of the Same Tune
(Invited comment at *Marketing Science*)
with Jūra Liaukonytė and Anna Tuchman

Lessons from the Bud Light Boycott, One Year Later (*Harvard Business Review*)
with Jūra Liaukonytė and Anna Tuchman

Inference and Impact of Category Captaincy (*Management Science*)

Who Is AI Replacing? The Impact of ChatGPT on Online Labor Markets (*Management Science*)
with Ozge Demirci and Jonas Hannane

Research: How Gen AI Is Already Impacting the Labor Market (*Harvard Business Review*)
with Ozge Demirci and Jonas Hannane

WORKING PAPERS

Beyond the Switch: Long-Term Effects of Informational Nudges on Online Grocery Shopping Behavior

with Ruben Gonzalvez, Xiaolin Li and Sarit Weisburd

Long-term Vertical Contracts, Geography, and the Persistence of Brand Shares

with Robert Clark and Jean-François Houde

Leveraging Customer Feedback for Product Improvement: Bridging the Gap between Customer Inputs and Managerial Decisions

with Srinagesh Gavirneni, Miguel Gomez, and Koichi Yonezawa

WORK IN PROGRESS

Estimating Consumers' Preferences for Sugar: Evidence from Reformulations

with Stephan Seiler and Jiajia Zhan

Vertical Relationships and New Product Introduction—Evidence from the US Yogurt Industry

with Marco Duarte, Meilin Ma, and Yujing Song

SERVICE

Editorial Review Board

Marketing Science

Referee

Marketing Science, Management Science, Journal of Marketing Research,
Production and Operations Management

TEACHING

Product and Brand Management (Master of International Management)

Services and Customer Relationship Management (Master of Strategic Marketing)

Pricing Strategy (MBA)

CONFERENCES AND INVITED TALKS

- 2025** Annual Bass FORMS Conference,
Workshop on Competition Policy (Centre for Competition Economics)
- 2024** Annual Bass FORMS Conference, International Industrial Organization Conference
Bristol University IO Day, EMAC Annual Conference, CRESSE
- 2023** Management Science Workshop, Goethe University
International Industrial Organization Conference, Mannheim University
Marketing Science Conference, CRESSE
Empirical IO Workshop of Retail, Food, and Nutrition (Mannheim University)
Marketing for Environmental Sustainability (Stanford University)
- 2022** Paris-Saclay University (INRAE), SEM Conference (Bank of Canada)
Marketing Science Conference, CRESSE, European Quant Marketing Seminar
APIOC, Israel IO Day
- 2021** International Industrial Organization Conference (Rising Star Session)
Marketing Science Conference, Southern Economic Association Annual Meeting
Shanghai University of Finance and Economics
OSU (Fisher School of Management), Xiamen University
Santa Clara University (Leavey School of Business)
UCLA (Anderson School of Management), Imperial College London (Business School)
University of Minnesota (Carlson School of Management), City University of Hong Kong
Chinese University of Hong Kong, University College London (School of Management)