

Z. Eddie Ning

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| Current Position | Assistant Professor of Marketing 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, Continuous-time Game Theory, Economics of AI |
| Publications | “List Price and Discount in A Stochastic Selling Process,” <i>Marketing Science</i> , forthcoming. Previously titled “How to Make an Offer? A Stochastic Model of the Sales Process.” |
| Working Papers | “Bargaining Between Collaborators of a Stochastic Project,” Revise and resubmit, <i>The RAND Journal of Economics</i> . “Following the Customers: Dynamic Competitive Repositioning” with J. Miguel Villas-Boas. “Label Informativeness and Price Sensitivity in the Cigarettes Market,” Reject and resubmit, <i>Journal of Marketing Research</i> . |
| Work In Progress | “How Does Competition Affect Exploration vs. Exploitation in Strategic Recommendations?” with H. Henry Cao, Liye Ma, and Baohong Sun. Browse or Experience with J. Miguel Villas-Boas. Data Access and Vertical Competition in the Market for Predictions |
| Selected Talks | 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 |

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| Selected Talks (continued) | <p>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, 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</p> |
| Awards and Fellowships | <p>Sheth-AMA Doctoral Consortium Fellow, 2017 Journal of Industrial Economics Fellow, 2017 Department Fellowship, UC Berkeley, 2014-2019 Graduate Division Summer Grant, UC Berkeley, 2017 URAP Summer Award, UC Berkeley, 2010</p> |
| Teaching | <p>Cheung Kong Graduate School of Business Business Simulation (MBA), 2019 AI and Business Applications (MBA, Finance MBA), 2020</p> <p>University of California Berkeley Marketing (Undergraduate), Graduate Student Instructor, 2016, 2018 Marketing Strategy (MBA), Graduate Student Instructor, 2017 Economic Analysis (Undergraduate), Graduate Student Instructor, 2016 Pricing (Undergraduate), Reader, 2018 Mathematical Tools for Economists (PhD), Tutor, 2015 Microeconomic Analysis for Business Decisions (Undergraduate), Tutor, 2018</p> <p>Berkeley Business Academy for Youth (B-BAY) Marketing, Instructor, 2017</p> |
| Industry Experience | <p>Antitrust Associate, Charles River Associates, 2012-2013 Policy Analyst II, Federal Reserve Bank of San Francisco, 2013-2014</p> |
| Professional Services | <p>Session Chair, Marketing Science Conference, 2017 Referee: Marketing Science, Quantitative Marketing and Economics, Production and Operations Management</p> |
| Languages | <p>English, Mandarin</p> |