

## Z. Eddie Ning

---

Cheung Kong Graduate School of Business  
Oriental Plaza, Tower E2, Room 218  
1 East Chang An Avenue  
Beijing 100738, China

zhaoning@ckgsb.edu.cn  
www.eddiening.com  
Skype: sedlymegg  
+1(909)367-6266

Current Position	Assistant Professor of Marketing <b>Cheung Kong Graduate School of Business</b>
Education	<b>University of California Berkeley</b> 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
Working Papers	<b>“List Price and Discount in A Stochastic Selling Process,”</b> Minor Revision, Marketing Science. Previously titled “How to Make an Offer? A Stochastic Model of the Sales Process.”  <b>“Bargaining Between Collaborators of a Stochastic Project,”</b>  <b>“Label Informativeness and Price Sensitivity in the Cigarettes Market,”</b>
Work In Progress	<b>“Content Recommendation and the Value of Learning,”</b> with H. Henry Cao, Liye Ma, and Baohong Sun.  <b>“Competitive Dynamic Repositioning”</b> with J. Miguel Villas-Boas.  <b>“New Product Entry with Sequential Market Research”</b>
Selected Talks	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, Sep. 2018 University of California Berkeley (Economics), Apr. 2018 European Winter Meeting of the Econometric Society, Dec. 2017

Selected Talks (continued)	IO Theory Conference, Nov. 2017 University of California Berkeley (Marketing), Oct. 2017 Marketing Science Conference, Jun. 2017
Awards and Fellowships	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
Teaching	<b>Cheung Kong Graduate School of Business</b> Business Simulation (MBA), 2019  <b>University of California Berkeley</b> 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  <b>Berkeley Business Academy for Youth (B-BAY)</b> Marketing, Instructor, 2017
Industry Experience	Antitrust Associate, <b>Charles River Associates</b> , 2012-2013 Data and Policy Analyst, <b>Federal Reserve Bank of San Francisco</b> , 2013-2014
Professional Services	Session Chair, Marketing Science Conference, 2017 Reviewer, Marketing Science, Quantitative Marketing and Economics
Languages	English, Mandarin

## References

J. Miguel Villas-Boas  
Haas School of Business  
University of California Berkeley  
villas@haas.berkeley.edu  
+1 (510) 642-1250

Yuichiro Kamada  
Haas School of Business  
University of California Berkeley  
y.cam.24@gmail.com  
+1 (510) 643-4376

Ganesh Iyer  
Haas School of Business  
University of California Berkeley  
giyer@haas.berkeley.edu  
+1 (510) 643-4328

Brett Green  
Olin Business School  
Washington University in St.Louis  
b.green@wustl.edu

Philipp Strack  
Department of Economics  
Yale University  
philipp.strack@gmail.com