

Z. Eddie Ning

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- Education** **University of California Berkeley**
Ph.D., Business Administration (Marketing), 2014-2019 (expected)
B.A., Applied Mathematics, Economics, 2008-2012
- Research Interests** Information Acquisition, Consumer Search, Pricing, Bargaining, Dynamic Game Theory, CRM, Economics of AI
- Working Papers** **“List Price and Discount in A Stochastic Selling Process,”**
Revise and resubmit, Marketing Science.
Previously titled “How to Make an Offer? A Stochastic Model of the Sales Process.”
- “Bargaining Between Collaborators of a Stochastic Project,”**
- “Label Informativeness and Price Sensitivity in the Cigarettes Market,”**
- Work In Progress** **“The Value of Learning and Acting Upon Customer Information,”**
with H. Henry Cao, Liye Ma, and Baohong Sun.
- “Evolving Preferences, Repeated Purchase, and Returns,”**
with J. Miguel Villas-Boas.
- “Entry and Positioning with Sequential Market Information”**
- 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
- Selected Talks** 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

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| Selected Talks (continued) | 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 Experience | University of California Berkeley Marketing (Undergraduate), Graduate Student Instructor, Spring/Fall 2016, Spring 2018 Marketing Strategy (MBA), Graduate Student Instructor, Fall 2017 Economic Analysis (Undergraduate), Graduate Student Instructor, Summer 2016 Pricing (Undergraduate), Reader, Fall 2018 Mathematical Tools for Economists (PHD), Tutor, Summer 2015 Microeconomic Analysis for Business Decisions (Undergraduate), Tutor, Spring 2018 Berkeley Business Academy for Youth (B-BAY) Marketing, Instructor, Summer 2017 |
| Industry Experience | Antitrust Associate, Charles River Associates , 2012-2013 Data and Policy Analyst, Federal Reserve Bank of San Francisco , 2013-2014 |
| Professional Services | Session Chair, Marketing Science Conference, 2017 Reviewer, Marketing Science |
| Languages | English, Mandarin |

References

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