

ZHE(BETTY) JI

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EDUCATION

Ph.D. Candidate in Marketing <i>McMaster University</i>	Sept 2018 - Present
M.B.A. <i>Schulich School of Business, York University</i>	2018
Honors B. Comm. , <i>McMaster University</i>	2014

RESEARCH INTERESTS

Substantive	Livestream Commerce, Influencer Marketing, Platform Economy
Methodological	Mathematical Modelling, Applied Econometrics, Empirical IO

SELECTED WORKING PAPERS

- Influencers' Strategic Timing Decisions in Livestream Shopping, *with Ruhai Wu and Jiaping Qiu*
 - Accepted at AMA Summer Academic Conference (2023)
- Platform Pricing in the Presence of Cross-platform Network Effects, *with Ruhai Wu*
 - Presented at AMA Summer Academic Conference (2021)

TEACHING EXPERIENCE

Instructor , McMaster University	
Electronic Marketing (Undergraduate)	Jan 2022 - Apr 2022
Evaluation: 9.5/10	
Teaching Assistant , McMaster University	
Electronic Marketing (MBA)	Jan 2021 - Apr 2021
Applied Marketing (Undergraduate)	Sept 2020-Dec 2020
Consumer Behavior (Undergraduate)	Jan 2020 - April 2020
Introduction to Marketing (Undergraduate)	Sept 2018 - Jun 2020

HONORS AND SCHOLARSHIPS

MacData Fellowship	May 2021- Dec 2021
Ontario Graduate Scholarship	2018-2021

GRADUATE COURSEWORK**Marketing**

Marketing Foundations	Ashish Pujari
Marketing Models and Modeling	Manish Kacker
Inter-Organizational Research in Marketing	Sourav Ray
Special Topics in Marketing Strategy II	Ruhai Wu

Economics

Microeconomics I	Seungjin Han
Microeconomics II	Maxim Ivanov
Econometrics I	Arthur Sweetman
Econometrics II	Youngki Shin
Industrial Organization and Competition Policy	Frank Mathewson
Industrial Organization I	Yao Luo
Industrial Organization II	Victor Aguirregabiria

SKILLS

Python, R, SQL, Stata

CITIZENSHIP

Chinese, Permanent Resident of Canada