ZHE (BETTY) JI

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EDUCATION

Ph.D., Marketing Expected 2024
DeGroote School of Business, McMaster University Hamilton, ON, Canada
Dissertation Title: "Marketing Strategies in the Presence of Externalities"
Supervisor: Dr. Ruhai Wu
Dissertation Status: Proposal defended in June 2023

M.B.A. 2018
Schulich School of Business, York University Toronto, ON, Canada

Bachelor of Commerce 2014
DeGroote School of Business, McMaster University Hamilton, ON, Canada

RESEARCH INTERESTS

Substantive Digital Marketing, Livestream Commerce, Influencer Marketing

Methodological Game Theoretical Modeling, Causal Inference, Structural Modeling

WORKING PAPERS

Zhe (Betty) Ji, Ruhai Wu, and Jiaping Qiu (2023), "Strategic Timing Decisions in Livestream Shopping" (*Job Market Paper*)
- Under review at *Journal of Marketing Research*
- Presented at the AMA Summer Academic Conference (2023)

Zhe (Betty) Ji and Ruhai Wu (2023), "Cross-Platform Network Effects and Platform Pricing"
- Under review at *Marketing Science*
- Presented at the AMA (virtual) Summer Academic Conference (2021)

WORK IN PROGRESS

Zhe (Betty) Ji and Ruhai Wu, "Unveiling the Spillover Effects: Influencers' Marketing Strategies in the Presence of Inter- and Intra-Agency Externalities"

Zhe (Betty) Ji and Ruhai Wu, "The Impact of Herding Behaviors Among Audiences in Livestream Shopping"

Zhe (Betty) Ji and Ruhai Wu, "Lead Generation and Transaction Outcome Forecast with Data Analytics in the Canadian Real Estate Market"
- Received MacData Fellowship (2021)

CONFERENCE PRESENTATIONS

"Strategic Timing Decisions in Livestream Shopping"

- Empirical & Theoretical Symposium (Poster Session), Kingston, Canada, 2023
- AMA Summer Academic Conference (Competitive Paper), San Francisco, USA, 2021

"Cross-platform Network Effects and Platform Pricing"

- AMA Summer Academic Conference (Competitive Paper - Virtual), 2021

TEACHING EXPERIENCE

Instructor, McMaster University

Digital Marketing (Undergraduate) Jan 2022-Apr 2022

Evaluation: 9.5/10

- Delivered lectures in both online and in-person settings.
- Organized an experiential-learning course project where students designed and implemented a digital ad campaign for partner companies.

Teaching Assistant, McMaster University

Digital Marketing (Undergraduate, MBA) Applied Marketing Management

Consumer Behavior Introduction to Marketing

TEACHING INTERESTS

Digital Marketing Applied Marketing Management

Marketing Analytics Introduction to Marketing

Marketing Research Marketing Strategy

Consumer Behavior

GRANTS, AWARDS, AND HONORS

Student Investigator of SSHRC Insight Development Grant "Strategic Timing in Livestream Shopping" 2023-2025

Student Investigator of SSHRC Insight Grant "Quality Diversity and Quality Management in Digital Platform Economy" 2021-2024

Ontario Graduate Scholarship 2018-2022

MacData Fellowship 2021

Dean's Honor List 2021-2023

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PROFESSIONAL SERVICE

AMA Academic Conference Reviewer 2021-2023

HICSS Conference Reviewer 2023

GRADUATE COURSEWORK

Marketing

Marketing Foundations	Dr. Ashish Pujari
Marketing Models and Modeling	Dr. Manish Kacker
Inter-Organizational Research in Marketing	Dr. Sourav Ray
Special Topics in Marketing Strategy II (Game Theory)	Dr. Ruhai Wu

Economics

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

COMPUTER SKILLS

Python (proficient in data analysis); R (proficient in data analysis)

SQL (Advanced); Stata (Advanced); MATLAB (Basic); LaTeX (Basic)

CITIZENSHIP

Chinese, Permanent Resident of Canada

REFERENCES

Dr. Ruhai Wu
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DeGroote School of Business
McMaster University
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Dr. Manish Kacker
Associate Professor of Marketing
DeGroote School of Business
McMaster University
Email: mkacker@mcmaster.ca

Dr. Sourav Ray
Lang Chair in Marketing
Gordon S. Lang School of Business and Economics
University of Guelph
Email: s_ray@uoguelph.ca

SELECTED ABSTRACTS

Zhe (Betty) Ji, Ruhai Wu, and Jiaping Qiu (2023), "Strategic Timing Decisions in Livestream Shopping," ***Job Market Paper***

This paper studies influencers' strategic timing decisions in livestream shopping. Unlike traditional e-tailing, timing decisions are complex and crucial in livestream shopping, given the compact sales format within the limited show duration and the viewing behaviors of prospective audiences. However, factors that shape influencers' timing decisions and their impacts on show performance remain unclear. In addition to considering day-of-the-week and time-of-day effects, this paper examines the impact of scheduling consistency and spillover effects on influencers' timing decisions and their show performance. Using a unique dataset on livestream shopping, we uncover intriguing findings. First, influencers generally prefer a consistent schedule for their shows, but scheduling consistency paradoxically hampers macro influencers' show performance in terms of audience size and sales. Second, our findings indicate that influencers tend to avoid simultaneous scheduling with mega influencers. However, mega influencers may exert positive spillover effects on concurrent shows that macro influencers stream. These results invite business practitioners to re-evaluate their timing decisions in livestream shopping and implore further academic exploration into the underlying market mechanism of livestream shopping.

Zhe (Betty) Ji and Ruhai Wu (2023), "Cross-Platform Network Effects and Platform Pricing"

As platform businesses prosper in the digital era, different platforms interconnect via multi-homing users. The interconnection births cross-platform network effects, which have increasingly become a strategic concern to business practitioners. However, most extant studies on platform business have overlooked cross-platform network effects. We develop a game theoretical model to explore how cross-platform network effects are formed through feedback loops within interconnected platforms and quantitatively measure the resultant multiplying outcome. We examine the platforms' pricing decisions with cross-platform network effects. We show that, when two platforms are interlinked through the multi-homing users on one side, platforms charge less on the side with multi-homing users. In contrast, their prices on the other side can either increase or decrease, contingent on the synergies that the multi-homing users (on the original side) receive from utilizing the two platform. Our study also extends to the scenarios where platforms can distinguish multi-homing users from single-homing users and offer a tailored "bundle price" to multi-homing users.