HANGCHENG ZHAO

Rutgers Business School, Newark and New Brunswick

Address:
1 Washington Pl,
Newark, NJ 07102

Email: hangcheng.zhao@rutgers.edu
Website: https://hangcheng-zhao.github.io

EMPLOYMENT

Rutgers Business School   *2025 – Present*
Assistant Professor of Marketing

EDUCATION

The Wharton School, University of Pennsylvania   *2020 – 2025*
Ph.D. in Quantitative Marketing
Dissertation Committee: Ron Berman (Chair), Eric Bradlow, Pinar Yildirim

University of Chicago   *2018 – 2019*
Master in Economics
Thesis Advisor: Philip Reny

Tsinghua University, Beijing, China   *2014 – 2018*
Bachelor in Economics

PUBLICATIONS

(* indicates alphabetical ordering of authors)

* Z. Kuang, H. Zhao, & J. Zheng (2024), "Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests," *Games and Economic Behavior*, 148, 218-243. [**Link**]

WORKING PAPERS

Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms *(Job Market Paper)* [**SSRN**] [**arXiv**]

With Ron Berman (University of Pennsylvania)

- Major Revision at **Marketing Science**
- Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award

The Impact of LLMs on Online News Consumption and Production [**SSRN**]

With Ron Berman (University of Pennsylvania)

- Under Review

Choosing the Winner: When and How to Correct for Selection Bias in Randomized Experiments

With Ron Berman (University of Pennsylvania) and Walter W. Zhang (University of Pennsylvania)

- Under Review

Strategic Design of Recommendation Algorithms [**SSRN**]

With Ron Berman (University of Pennsylvania) and Yi Zhu (University of Minnesota)

WORK IN PROGRESS

The Effectiveness of Digital Advertising Across Multiple Platforms

With Kenneth C. Wilbur (University of California, San Diego)

Reinforcement Learning and Optimal Credit Allocation

With Vitaly M. Bord (Federal Reserve Board), Agnes Kovacs (University of Manchester and IFS) and Patrick Moran (Federal Reserve Board, IFS and CEBI)

A Transformer-Based Framework for Consumer Search Modeling

With Zhenling Jiang (University of Pennsylvania)

INVITED SEMINAR TALKS

INSEAD	*October 2024*
University College London	*October 2024*
National University of Singapore	*October 2024*
The University of Hong Kong	*October 2024*
The Chinese University of Hong Kong	*October 2024*
Fordham University	*October 2024*
Rutgers University	*September 2024*
University of Houston	*September 2024*

CONFERENCE PRESENTATIONS

2026: Symposium on Artificial Intelligence in Marketing*, BIG.AI@MIT*, IIOC*, Marketing Science*

2025: Conference on Frontiers in Machine Learning and Economics, ASA Marketing Section Doctoral Dissertation Research Award, Shanghai University of Finance and Economics Marketing Workshop, 35th Annual POMS Conference, Workshop on Platform Analytics (WoPA)

2024: FTC Conference on Marketing and Public Policy, Marketing Science, 14th Annual TPM Conference, 4th Annual AI in Management (AIM) Conference

2023: Marketing Science

2022: Marketing Science

2020: ASSA Annual Meeting

<div align="right">* = scheduled</div>

TEACHING EXPERIENCE

Rutgers Business School, Newark and New Brunswick

- Instructor, *Social Media and Mobile Marketing (MBA, Undergraduate)*   *Spring 2026*

The Wharton School, University of Pennsylvania, Philadelphia, PA

- Teaching Assistant to Prof. Jagmohan Raju, *Pricing Policy (MBA, WEMBA)*   *2022 – 2025*
- Teaching Assistant to Prof. Ron Berman, *Digital Marketing, Social Media & E-commerce (MBA, Undergraduate)*   *2025*
- Teaching Assistant to Prof. Ryan Dew, *Data and Analysis for Marketing Decisions (MBA, Undergraduate)*   *2025*

HONORS AND AWARDS

Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award *2025*

ISMS Marketing Science Doctoral Consortium Fellow *2024*

Wharton Dean's Research Fund *2024*

Mack Institute Research Fellowship *2023*

Analytics at Wharton Research Funding *2023*

George James Travel Award for the Wharton Doctoral Program *2023 – 2024*

Wharton INSEAD Alliance Doctoral Student Short-Term Visit Award *2023*

Ph.D. Program Fellowship, the Wharton School, University of Pennsylvania *2020 – Present*

University of Chicago Scholarship for Master of Arts Social Sciences Program *2018 – 2019*

"Top Open" Student Overseas Research Grant, Tsinghua University *2017*

Undergraduate Student Academic Research Grant, Tsinghua University *2017 – 2018*

ACADEMIC SERVICE

Ad Hoc Reviewer: Management Science, Scientific Reports, ACM Conference on Economics and Computation

PROFESSIONAL EXPERIENCE

Ph.D. Economist Intern, HP, Inc., Pricing Analytics Group *July – September 2023*

TECHNICAL SKILLS

Programming Languages   Stata, C++/C, R, Python, Matlab, Mathematica, SQL, Amazon AWS