

# HANGCHENG ZHAO

Rutgers Business School, Newark and New Brunswick

## Address:

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## EMPLOYMENT

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**Rutgers Business School**  
Assistant Professor of Marketing

2025 – Current

## EDUCATION

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

2020 – 2025

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

2018 – 2019

**Tsinghua University, Beijing, China**  
Bachelor in Economics

2014 – 2018

## PUBLICATIONS

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(\* 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

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

With Ron Berman (University of Pennsylvania)

- Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award

**Strategic Design of Recommendation Algorithms** [\[SSRN\]](#)

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

**Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively?** [\[SSRN\]](#)

With Ron Berman (University of Pennsylvania)

## WORK IN PROGRESS

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**A Transformer-Based Framework for Consumer Search Modeling**

With Zhenling Jiang (University of Pennsylvania)

## INVITED SEMINAR TALKS

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INSEAD	<i>October 2024</i>
University College London	<i>October 2024</i>
National University of Singapore	<i>October 2024</i>
The University of Hong Kong	<i>October 2024</i>
The Chinese University of Hong Kong	<i>October 2024</i>
Fordham University	<i>October 2024</i>
Rutgers University	<i>September 2024</i>
University of Houston	<i>September 2024</i>

## CONFERENCE PRESENTATIONS

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2026: IIOC\*

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

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

2023: Marketing Science

2022: Marketing Science

2020: ASSA Annual Meeting

\* = scheduled

## TEACHING EXPERIENCE

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### **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

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Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award	<i>2025</i>
ISMS Marketing Science Doctoral Consortium Fellow	<i>2024</i>
Wharton Dean's Research Fund	<i>2024</i>
Mack Institute Research Fellowship	<i>2023</i>
Analytics at Wharton Research Funding	<i>2023</i>
George James Travel Award for the Wharton Doctoral Program	<i>2023 – 2024</i>
Wharton INSEAD Alliance Doctoral Student Short - Term Visit Award	<i>2023</i>
Ph.D. Program Fellowship, the Wharton School, University of Pennsylvania	<i>2020 – Present</i>

University of Chicago Scholarship for Master of Arts Social Sciences Program	<i>2018 – 2019</i>
“Top Open” Student Overseas Research Grant, Tsinghua University	<i>2017</i>
Undergraduate Student Academic Research Grant, Tsinghua University	<i>2017 – 2018</i>

## ACADEMIC SERVICE

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

## PROFESSIONAL EXPERIENCE

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

## TECHNICAL SKILLS

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