

TIANXIN ZOU

Address:

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Employment

2019 - Assistant Professor of Marketing, Warrington College of Business,
University of Florida
John I. Williams Professor (2022 –)

Education

2014 - 2019 **Ph.D.** in Business Administration, Washington University in St. Louis
2011 - 2014 **B.S.** in Mathematics and Applied Mathematics, Tsinghua University
2010 - 2014 **B.A.** in Economics and Finance, Tsinghua University

Research Interests

Platform, regulations, technology-enabled markets, recommendation systems, applied game theory

Publications

1. [Tianxin Zou](#), Yue Wu, and Miklos Sarvary, “Quality-Variety Tradeoffs in Recommendation Systems on Content Platforms,” accepted, *Management Science*.
2. [Tianxin Zou](#) and Bo Zhou, “Self-preferencing and Search Neutrality in Online Retail Platforms,” *Management Science*, 71(5). 4087-4107.
3. Bo Zhou and [Tianxin Zou](#) (2023), “Competing for Recommendation: The Strategic Impact of Personalized Product Recommendation in Online Marketplace,” *Marketing Science*, 42(2), 360-376.
 - Alessandro di Fiore Best Paper Award, 9th Platform Strategy Research Symposium
4. Baojun Jiang, Hongyan Shi, and [Tianxin Zou](#) (2022), “Effects of Flexible On-Demand Product Adjustments on Firm’s Pricing and Product Strategies,” *Production and Operations Management*, 31(3), 1252-1270.
5. Baojun Jiang, K. Sudhir, and [Tianxin Zou](#) (2021), “Effect of Cost-Information Transparency on Intertemporal Price Discrimination,” *Production and Operations Management*, 30(2), 390-401.
6. [Tianxin Zou](#) and Baojun Jiang (2020), “Integration of Primary and Resale Platforms,” *Journal of Marketing Research*, 57(4), 659-676
 - Winner, 2022 AMA-MRSIG Donald. R Lehmann Award
 - Finalist, 2024 Robert Lusch Early Career Research Award
 - Cited by FTC commissioner: [\[link\]](#)

7. Tianxin Zou, Bo Zhou, and Baojun Jiang (2020), “Product-Line Design in the Presence of Consumers’ Anticipated Regret,” *Management Science*, 66(12), 5665-5682.
8. Baojun Jiang and Tianxin Zou (2020), “Consumer Search and Filtering on Online Retail Platforms,” *Journal of Marketing Research*, 57(5), 900-916.

Selected Work-in-Progress (* = doctoral students when project starts)

1. Zheyin (Jane) Gu, Xinxin Li, and Tianxin Zou, “Self-preferencing in Add-on Markets” (major revision at *Marketing Science*)
 - [MSI working paper](#)
2. Tianxin Zou, Zijun (June) Shi, and Yue Wu, “Welfare Implications of Democratization in Content Creation” (invite revision at *Journal of Marketing Research*)
3. Guangzhi Chen*, Zheyin (Jane) Gu, and Tianxin Zou, “Brand External Advertising and Platform Product Discoverability Strategy,” under review
4. Xuelian Qin*, Bo Zhou, and Tianxin Zou, “Luxury Resale Markets”
5. Guangzhi Chen* and Tianxin Zou, “Personalized Pricing and Quality Signaling”

Honors and Grants

- Winner, Warrington College of Business Excellence Award for Assistant Professors, \$5,000, 2025
- Finalist, Robert Lusch Early Career Research Award, 2024
- MSI Young Scholars, 2023
- Alessandro di Fiore Best Paper Award, 9th Platform Strategy Research Symposium, \$1,000 (with Bo Zhou), 2022
- Winner, AMA-MRSIG Donald. R Lehmann Award, 2022 (best dissertation-based article published on *JM* or *JMR*)
- AMA-Sheth Doctoral Consortium Fellow, 2018
- Moog Scholar, Olin Business School, Washington University in St. Louis, 2017
- Doctoral Scholarship, Olin Business School, Washington University in St. Louis, 2014-2019
- Graduation with Distinction (top 2%), Tsinghua University, 2014

Major Conference Presentations

2025: USC Marshall Initiative on Digital Competition Digital Transformation conference, UT Dallas BassFORMS Conference, 5th AI in Management Conference at USC, POMS Annual Conference, ISMS Marketing Science Conference

2024: 4th AI in Management Conference, WashU (PhD seminar guest speaker), POMS Annual Conference

2023: Online Research Seminar Series on Digital Businesses, ISMS Marketing Science Conference, POMS Annual Conference, Junior Faculty Development Forum at WashU, Peking University, Shanghai University of Finance and Economics

2022: POMS Annual Conference, INFORMS Annual Meeting, Fudan University, University of Science and Technology of China, Platform Strategy Research Symposium

2021: ISMS Marketing Science Conference, POMS Annual Conference, Fudan University

2019: Consumer Search and Switching Costs Workshop, Saint Louis University, Peking University, Nanyang Technological University, The University of Hong Kong, The Chinese University of Hong Kong, Shenzhen, University of Missouri, Rice University, Cornell University, University of Florida

2018 and before: Behavioral Industrial Organization and Marketing Symposium, ISMS Marketing Science Conference, University of International Business and Economics, Tsinghua University

Teaching Experience

Marketing Analytics (in Python or in Excel), MS in Business Analytics (online or offline), University of Florida

- Instructor evaluation for Python class: 4.64/5 (2021), 5.00/5 (2022), 4.75/5 (2023), 4.83/5 (2024)
- Instructor evaluation for Excel class: 4.90/5 (2021), 4.33/5 (2022), 4.19/5 (2023), 4.58/5 (2024)

Basic Statistics Using SPSS, MS of Customer Analytics Program, Washington University in St. Louis

Service

Doctoral Committee:

Guangzhi Chen (University of Florida, Marketing), co-chair

Douglas Turner (University of Florida, Economics), committee member, 2023

Man Xie (University of Florida, Marketing), committee member, 2021, Arizona State University

Associate Editor: *Service Science*

Editorial Board: *Marketing Science*

Ad-hoc Reviewer: *Management Science*, *Journal of Marketing Research*, *Production and Operations Management*, *American Economic Journal: Microeconomics*, *Operational Research*, *MIS Quarterly*, *Information System Research*, *Manufacturing & Service Operations Management*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Decision Science*, *Journal of Interactive Marketing*