

Linda Zhu

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LSK 4017, The Hong Kong University of Science and Technology
Clear Water Bay, Hong Kong

EDUCATION

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

Ph.D. in Marketing

Hong Kong

Sep 2020 – Present

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

B.B.A. in Marketing, and in Information Systems – First Class Honors

Hong Kong

Sep 2014 – Dec 2018

AWARDS AND HONORS

Hong Kong PhD Fellowship Scheme, Hong Kong Research Grants Council, 2020–present

HKUST Excellent Research Award, HKUST, 2020

Scholarship for Continuing Undergraduate Students, HKUST, 2019

UROP Grant (HK\$7,500), HKUST, 2018

Dean's List, HKUST, 2016–19

University Scholarship, HKUST, 2014–15

DOCTORAL COURSEWORK

Seminar in Consumer Behavior, Jaideep Sengupta

Research Seminars in Marketing: Consumer Behavior, Echo Wan

Behavioral Decision Theory, A. V. Muthukrishnan

Experimental Design and Analysis for Behavioral Research, Rongrong Zhou

Doctoral Seminars in Behavioral Research Methods, Ellick Wong

Social Science Research Design and Methods, Jin Wang

Seminar in Quantitative Modeling, Ying Zhao