ZIWEI CONG

McDonough School of Business, Georgetown University

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EDUCATION

Hong Kong University of Science and Technology, Hong Kong

Ph.D., Quantitative Marketing — July 2022

M.Phil., Quantitative Marketing — June 2018

Renmin University of China, Beijing, China

M.Phil., Economics — June 2016

Exchange at the EDHEC Business School, Nice, France — Fall 2014

B.Sc., Economics — June 2013

POSITIONS HELD

McDonough School of Business, Georgetown University

Assistant Professor of Marketing — Aug 2022 – present

RESEARCH INTERESTS

Substantive: Content Economy, Digital Platforms, Influener Marketing, Social Media, Pricing, Recommendation Algorithms

Methodological: Causal Inference, Natural/Field Experiments, Quasi-Experimental Methods, Machine Learning

DISSERTATION

Monetizing User Generated Content: Design and Incentive

- Winner, 2021 Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award
- Runner-up, 2020 Shankar-Spiegel Dissertation Proposal Award
- Finalist, 2020 Best Doctoral Dissertation Proposal Competition, American Statistical Association (Marketing Section)

PUBLICATIONS

Cong, Ziwei, Ying Zhao and Zilei Zhang (2025), "Understanding Users' Content Contribution Behavior When Content Can Be Priced." ***Marketing Science***, 44(3), 491-732 *[Paper]*

- Featured in "My Journal Reader" by American Marketing Association

Liu, Jia and Ziwei Cong (2023), "The Daily Me versus the Daily Others: How Do Recommendation Algorithms Change User Interests? Evidence from a Knowledge-Sharing Platform." ***Journal of Marketing Research***, 60(4), 761-791 *[Paper]*

- Featured in "My Journal Reader" by American Marketing Association

WORKING PAPERS

Cong, Ziwei, Jia Liu and Puneet Manchanda (2025), "From Live to Recording: Consumer Demand and Response to Price Across the Livestreaming Lifecycle." *Under Review*

Cong, Ziwei and Jia Liu (2025), "When Boosting Social Engagement Backfires on Content Contribution: Evidence from a Q&A Platform." *Under Review*

Yin, Mingzhang, Ziwei Cong, and Jia Liu (2025), "Understanding the Evolvement of Multi-User Activities on Content Platforms: A Multi-Dynamic Neural Poisson System." *Under Review*

Yin, Mingzhang, Ruijiang Gao, and Ziwei Cong (2025), "Personalizing Language Models for Generative Targeting." *Under Review*

SELECTED WORK IN PROGRESS († STUDENT MENTORED)

Cong, Ziwei and Anita Rao, "Ranking for Neutrality: The Impact of Algorithmic Ranking on Content Production and User Engagement." *Manuscript in Preparation*

Chen, Yi†, Yixing Chen, Ziwei Cong and Liwen Hou, "Supplier Response to Matchmaking in Business-to-Business E-commerce: Spillover and Heterogeneity." *Empirical estimation in progress*

HONORS AND AWARDS

Fellow, 2025 Summer Workshop in Marketing Science	Jul 2025
Fellow, 2023 ISMS Early Career Scholars Camp	Oct 2023
Winner, Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award	Jan 2022
Runner-up, Shankar-Spiegel Dissertation Proposal Award	Oct 2021
Fellow, ISMS Marketing Science Doctoral Consortium 2021	Jun 2021
Finalist, Best Doctoral Dissertation Proposal Competition, American Statistical Association (Marketing Section)	Jan 2021
Dean's PhD Fellowship for Research Excellence 2020-21, HKUST	Oct 2020
UGC Research Travel Award×3, HKUST	2019-2021
Postgraduate Studentship, HKUST	2016-2021
National Scholarship, Ministry of Education, China	2013-2015
Outstanding Student Award, Beijing Municipal Commission of Education, China	2013
Outstanding Undergraduate Thesis Award, Renmin University of China	2013

INVITED TALKS

American University	Sep 2025 (scheduled)
China Marketing International Conference, Doctoral Consortium	Jul 2025
Renmin University of China	Jun 2024
Shanghai University of Finance and Economics	Jun 2024
Peking University	May 2023
ISMS Marketing Science Conference, Online	Jun 2022
University of Cambridge	Nov 2021
Georgetown University	Oct 2021
University of Texas at Dallas	Oct 2021
Hong Kong University	Oct 2021
Renmin University of China	Oct 2021
University of Virginia, Darden School of Business	Oct 2021

University of North Carolina, Charlotte	Oct 2021
George Mason University	Oct 2021
North Carolina State University	Sep 2021
University of Chile	Sep 2021
Fudan University	Sep 2021
Shanghai University of Finance and Economics	Aug 2021
Erasmus University of Rotterdam	Aug 2021
Joint Statistics Meetings, American Statistical Association	Aug 2021

CONFERENCE PRESENTATION

China India Insights Conference, UC Berkerly	2025 (scheduled)
Artificial Intelligence in Management Conference, USC Marshall	2025
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Yale	2024
ISMS Marketing Science Conference, UNSW	2024
China India Insights Conference, HKU	2024
Marketing Area Research Consortium (MARC), Pittsburgh University	2024
Marketing and the Creator Economy Conference, Columbia Business School	2023
China Marketing International Conference, Sichuan University	2023
China India Insights Conference, USC Marshall	2022
ISMS Marketing Science Conference, Online	2022
The 16th Annual Frank M. Bass FORMS Conference, Online	2022
ISMS Marketing Science Conference, Online	2021
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Online	2020
ISMS Marketing Science Conference, Online	2020
China Marketing International Conference, Guangzhou	2019
ISMS Marketing Science Conference, University of Roma Tre	2019

PROFESSIONAL SERVICES

Ad Hoc Reviewer

Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, Journal of Interactive Marketing, International Journal of Research in Marketing

Competition/Conference/Workshop

Reviewer, MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2022, 2023)
Reviewer, the 27th International Conference on Artificial Intelligence and Statistics
Reviewer, the Program Committee for the Workshop on Platform Analytics (WoPA) (2026)

TEACHING EXPERIENCE

Instructor, Georgetown University

Principles of Marketing	Fall 2022, 2023, 2024, 2025

Teaching Assistant, HKUST

Innovative Thinking (EMBA), Jacob Goldenberg	June 2022
Marketing Strategy and Policy (MBA), Joseph Salvacruz	Fall 2021
Marketing Research (Undergraduate), Jia Liu	Spring 2020
Consumer Behavior (Undergraduate), Rongrong Zhou	Fall 2020
Marketing Research (Undergraduate), Song Lin	Spring 2019

STUDENT ADVISING

Research Assistant (Placement)

Yi Chen, M.S. in Econ at Duke University, 2022-2025 (Ph.D. in Marketing at Ross School of Business, University of Michigan)

Jiayi Zhang, UG in Business at HKUST, 2022-2023 (Ph.D. in Marketing at Olin Business School, Washington University in St.Louis)

Yunhan Zhang, M.S. in Data Analytics at Georgetown University, 2022-2023 (Webull Financial LLC)

MEDIA COVERAGE

NPR's Academic Minute: The Impact of Freemium Models on Content Creators and Platforms, McDonough School of Business, Georgetown University, Aug 2025

Office Hours: The Power of Influencer Marketing During the Holiday Season, McDonough Newsroom, Georgetown University, Dec 2024

Prime Day 2024 Is Here. Deals Are a Mixed Bag, NerdWallet, Jul 2024

How to Shop Safely on Social Media, NerdWallet, Oct 2023

Nurturing a Passion for Business Research, South China Morning Post, Oct 2022

PROGRAMMING

Python, Stata, R, SQL, PyTorch, Tensorflow, Skorch, Spark, HTML