

# ZIWEI CONG

McDonough School of Business, Georgetown University  
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## EDUCATION

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<b>Hong Kong University of Science and Technology, Hong Kong</b>	
Ph.D. Candidate, Quantitative Marketing	July 2022
M.Phil., Quantitative Marketing	June 2018
<b>Renmin University of China, Beijing, China</b>	
M.Phil., Economics	June 2016
Exchange at the EDHEC Business School, Nice, France	Fall 2014
B.Sc., Economics	June 2013

## POSITIONS HELD

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<b>McDonough School of Business, Georgetown University</b>	
Assistant Professor of Marketing	Aug 2022 – present

## RESEARCH INTERESTS

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- Substantive:** Content Economy, Digital Platforms, Influencer Marketing, Social Media, Pricing, Recommendation Algorithms
- Methodological:** Causal Inference, Natural/Field Experiments, Quasi-Experimental Methods, Machine Learning

## DISSERTATION

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### 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

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- 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

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Cong, Ziwei, Jia Liu and Puneet Manchanda (2025), "From Live to Recording: Consumer Demand and Response to Price Across the Livestreaming Lifecycle." *Major Revision at Marketing Science*

Cong, Ziwei and Jia Liu (2025), "When Boosting Social Engagement Backfires on Content Contribution: Evidence from a Q&A Platform." *Major Revision at Journal of Consumer Research*

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

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

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## SELECTED WORK IN PROGRESS († STUDENT MENTORED)

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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*

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## HONORS AND AWARDS

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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

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## INVITED TALKS

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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

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China India Insights Conference, UC Berkley	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

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### 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

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### 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

## STUDENT ADVISING

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### 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

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[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

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