

Z. Eddie Ning

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Current Position	Assistant Professor of Marketing Cheung Kong Graduate School of Business
Education	University of California Berkeley Ph.D., Business Administration (Marketing), 2014-2019 B.A., Applied Mathematics, Economics, 2008-2012
Research Interests	Information Acquisition, Consumer Search, Pricing, Bargaining, Stochastic Games, Economics of AI
Publications	“List Price and Discount in A Stochastic Selling Process,” Marketing Science , forthcoming. Previously titled “How to Make an Offer? A Stochastic Model of the Sales Process.” “Following the Customers: Dynamic Competitive Repositioning” with J. Miguel Villas-Boas. Management Science , forthcoming.
Working Papers	“Bargaining Between Collaborators of a Stochastic Project,” Revise and resubmit, The RAND Journal of Economics . “Browse or Experience” with J. Miguel Villas-Boas. “How Does Competition Affect Exploration vs. Exploitation? A Tale of Two Recommendation Algorithms” with H. Henry Cao, Liye Ma, and Baohong Sun. “Label Informativeness and Price Sensitivity in the Cigarettes Market,” Reject and resubmit, Journal of Marketing Research .
Work In Progress	Data Access and Vertical Competition for Machine Predictions
Selected Talks	Conference on AI, ML, and Business Analytics, Nov. 2020 The Econometric Society World Congress, Jul. 2020 Marketing Science Conference, Jun. 2020 Marketing Science Conference, Jun. 2019

Selected Talks (continued)	<p>University of Cambridge, May 2019 Imperial College London, May 2019 Yale University, Dec. 2018 National University of Singapore, Oct. 2018 Rice University, Oct. 2018 Chinese University of Hong Kong, Oct. 2018 Cheung Kong Graduate School of Business, Sep. 2018 University of California Berkeley, Sep. 2018 University of California Berkeley (Economics), Apr. 2018 European Winter Meeting of the Econometric Society, Dec. 2017 IO Theory Conference, Nov. 2017 University of California Berkeley (Marketing), Oct. 2017 Marketing Science Conference, Jun. 2017</p>
Awards and Fellowships	<p>Sheth-AMA Doctoral Consortium Fellow, 2017 Journal of Industrial Economics Fellow, 2017 Department Fellowship, UC Berkeley, 2014-2019 Graduate Division Summer Grant, UC Berkeley, 2017 URAP Summer Award, UC Berkeley, 2010</p>
Teaching	<p>Cheung Kong Graduate School of Business Business Simulation (MBA), 2019 AI and Business Applications (MBA, Finance MBA), 2020 AI in the Post-COVID Era (Executive Education) 2020</p> <p>University of California Berkeley Marketing (Undergraduate), Graduate Student Instructor, 2016, 2018 Marketing Strategy (MBA), Graduate Student Instructor, 2017 Economic Analysis (Undergraduate), Graduate Student Instructor, 2016 Pricing (Undergraduate), Reader, 2018 Mathematical Tools for Economists (PhD), Tutor, 2015 Microeconomic Analysis for Business Decisions (Undergraduate), Tutor, 2018</p> <p>Berkeley Business Academy for Youth (B-BAY) Marketing, Instructor, 2017</p>
Industry Experience	<p>Antitrust Associate, Charles River Associates, 2012-2013 Policy Analyst II, Federal Reserve Bank of San Francisco, 2013-2014</p>
Professional Services	<p>Session Chair, Marketing Science Conference, 2017 Reviewer: Marketing Science, Quantitative Marketing and Economics, Production and Operations Management, Management Science</p>
Languages	<p>English, Mandarin</p>