

HANGCHENG ZHAO

Rutgers Business School, Newark and New Brunswick

Address:

1 Washington Pl,
Newark, NJ 07102

Email: hangcheng.zhao@rutgers.edu

Website: <https://hangcheng-zhao.github.io>

EMPLOYMENT

Rutgers Business School
Assistant Professor of Marketing

2025 – Current

EDUCATION

The Wharton School, University of Pennsylvania
Ph.D. in Quantitative Marketing
Dissertation Committee: Ron Berman (Chair), Eric Bradlow, Pinar Yildirim

2020 – 2025

University of Chicago
Master in Economics
Thesis Advisor: Philip Reny

2018 – 2019

Tsinghua University, Beijing, China
Bachelor in Economics

2014 – 2018

RESEARCH INTERESTS

Substantive: Pricing, Algorithmic Decision-Making, Recommendation Algorithms, Advertising, Platforms, Online Marketing

Methodological: Reinforcement Learning, Artificial Intelligence, Empirical IO

PUBLICATIONS

(* indicates alphabetical ordering of authors)

* Z. Kuang, H. Zhao, & J. Zheng (2024), “Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests,” *Games and Economic Behavior*, 148, 218-243. [\[Link\]](#)

WORKING PAPERS

Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms (*Job Market Paper*) [\[SSRN\]](#) [\[arxiv\]](#)

With Ron Berman (University of Pennsylvania)

- Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award

Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively? [\[SSRN\]](#)

With Ron Berman (University of Pennsylvania)

Strategic Design of Recommendation Algorithms [\[SSRN\]](#)

With Ron Berman (University of Pennsylvania) and Yi Zhu (University of Minnesota)

WORK IN PROGRESS

A Transformer-Based Framework for Consumer Search Modeling

With Zhenling Jiang (University of Pennsylvania)

INVITED SEMINAR TALKS

Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms

- Shanghai University of Finance and Economics Marketing Camp *July 2025*
- INSEAD *October 2024*
- University College London *October 2024*
- National University of Singapore *October 2024*
- The University of Hong Kong *October 2024*
- The Chinese University of Hong Kong *October 2024*
- Fordham University *October 2024*
- Rutgers University *September 2024*
- University of Houston *September 2024*

CONFERENCE PRESENTATIONS

Algorithmic Collusion of Pricing and Advertising on E-commerce Platforms

- 2025 Conference on Frontiers in Machine Learning and Economics *Chicago, IL, October 2025*
- 2025 ASA Marketing Section Doctoral Dissertation Research Award *Nashville, TN, August 2025*
- 35th Annual POMS Conference *Atlanta, GA, May 2025*
- 2025 Workshop on Platform Analytics (WoPA) *San Diego, CA, April 2025*
- 2nd FTC Conference on Marketing and Public Policy *Washington, D.C., October 2024*
- 2024 INFORMS Marketing Science Conference *Sydney, Australia, June 2024*
- 14th Annual TPM Conference *Austin, TX, May 2024*
- 4th Annual AI in Management (AIM) Conference *Los Angeles, CA, March 2024*

Analyzing Healthcare Price Transparency: Will Patients Shop for Services More Effectively?

- 2023 INFORMS Marketing Science Conference *Miami, FL, June 2023*

Ridge Distributions and Information Design in Simultaneous All-Pay Auction Contests

- ASSA 2020 Annual Meeting *San Diego, CA, January 2020*
- 2018 Society for the Advancement of Economic Theory Conference *Taiwan, June 2018*

RESEARCH AND PROFESSIONAL EXPERIENCE

Ph.D. Economist Intern

HP, Inc., Pricing Analytics Group

July 2023 – September 2023

TEACHING EXPERIENCE

Rutgers Business School, Newark and New Brunswick

- Instructor, Social Media and Mobile Marketing (MBA, Undergraduate) *Spring 2026*

The Wharton School, University of Pennsylvania, Philadelphia, PA

- Teaching Assistant to Prof. Jagmohan Raju
MKTG 7540 Pricing Policy (MBA, WEMBA) *2022 – 2025*
- Teaching Assistant to Prof. Ron Berman
MKTG 2270/7270 Digital Marketing, Social Media & E-commerce (MBA, Undergraduate) *2025*

- Teaching Assistant to Prof. Ryan Dew
MKTG 7120 Data and Analysis for Marketing Decisions (MBA, Undergraduate) *2025*

HONORS AND AWARDS

| | |
|--|-----------------------|
| Finalist, 2025 ASA Marketing Section Doctoral Dissertation Research Award | <i>2025</i> |
| ISMS Marketing Science Doctoral Consortium Fellow | <i>2024</i> |
| Wharton Dean's Research Fund | <i>2024</i> |
| Mack Institute Research Fellowship | <i>2023</i> |
| Analytics at Wharton Research Funding | <i>2023</i> |
| George James Travel Award for the Wharton Doctoral Program | <i>2023 – 2024</i> |
| Wharton INSEAD Alliance Doctoral Student Short - Term Visit Award | <i>2023</i> |
| Ph.D. Program Fellowship, the Wharton School, University of Pennsylvania | <i>2020 – Present</i> |
| University of Chicago Scholarship for Master of Arts Social Sciences Program | <i>2018 – 2019</i> |
| “Top Open” Student Overseas Research Grant, Tsinghua University | <i>2017</i> |
| Undergraduate Student Academic Research Grant, Tsinghua University | <i>2017 – 2018</i> |

TECHNICAL SKILLS

| | |
|------------------------------|---|
| Programming Languages | Stata, C++/C, R, Python, Matlab, Mathematica, SQL, Amazon AWS |
|------------------------------|---|