

# XINRONG ZHU

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## EMPLOYMENT

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**Imperial College Business School**  
Department of Analytics, Marketing & Operations July, 2022 – Present

## EDUCATION

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**University of Wisconsin-Madison**  
Ph.D. in Economics 2018 – 2022

**Cornell University**  
Ph.D Program in Economics 2015 – 2018  
– Transferred to UW-Madison with Dissertation Committee Chair

**Renmin University of China**  
M.S. in Economics 2012 – 2015

**Renmin University of China**  
B.A. in Economics 2008 – 2012

## RESEARCH INTERESTS

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Quantitative Marketing; Empirical Industrial Organization; Retail Analytics; Policy Evaluation

## PUBLICATIONS

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**Direct and Indirect Effects of Mandatory GMO Disclosure with Existing Voluntary Non-GMO Labeling** (*Marketing Science*)  
with Aaron Adalja, Jūra Liaukonytė, and Emily Wang

**Frontiers: Spilling the Beans on Political Consumerism: Do Social Media Boycotts and Buycotts Translate to Real Sales Impact?** (*Marketing Science*)  
with Jūra Liaukonytė and Anna Tuchman

**Rejoinder: Spilling More Beans on Political Consumerism: It's More of the Same Tune**  
(Invited comment at *Marketing Science*)  
with Jūra Liaukonytė and Anna Tuchman

**Lessons from the Bud Light Boycott, One Year Later** (*Harvard Business Review*)  
with Jūra Liaukonytė and Anna Tuchman

**Inference and Impact of Category Captaincy** (*Management Science*)

**Who Is AI Replacing? The Impact of ChatGPT on Online Labor Markets** (*Management Science*)  
with Ozge Demirci and Jonas Hannane

**Research: How Gen AI Is Already Impacting the Labor Market** (*Harvard Business Review*)  
with Ozge Demirci and Jonas Hannane

## WORKING PAPERS

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### **Swap and Save: How a Button Shapes Lasting Online Grocery Shopping Behavior**

with Ruben Gonzalvez, Xiaolin Li and Sarit Weisburd

Reject and Resubmit at *Marketing Science*

### **Long-term Vertical Contracts, Geography, and the Persistence of Brand Shares**

with Robert Clark and Jean-François Houde

### **From Calls to Action: Leveraging Call Center Data for Product and Production Management**

with Srinagesh Gavirneni, Miguel Gomez, and Koichi Yonezawa

## WORK IN PROGRESS

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### **Estimating Consumers' Preferences for Sugar: Evidence from Reformulations**

with Stephan Seiler and Jiajia Zhan

### **Do Private Labels Measure Up? Nutrition, Pricing, and Consumer Demand**

with Alina Ozhegova and Gokhan Yildirim

### **Vertical Relationships and New Product Introduction—Evidence from the US Yogurt Industry**

with Marco Duarte, Meilin Ma, and Yujing Song

### **Constraining Champions: How A Spending Cap Influenced Competition In Formula One**

with Xiaolin Li, Nicolette Sullivan, and Ye Xu

### **Category Captaincy and its Impact on Private Label Segment: Evidence from the Cereal Aisle**

with Aaron Adalja and Jūra Liaukonytė

## TEACHING

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Product and Brand Management (Master of International Management)

Services and Customer Relationship Management (Master of Strategic Marketing)

Pricing Strategy (MBA)

## SERVICE

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Editorial Review Board

Marketing Science

Referee

Marketing Science, Management Science, Journal of Marketing Research,  
Production and Operations Management, Health Economics

## CONFERENCES AND INVITED TALKS

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**2025** Annual Bass FORMS Conference,  
Workshop on Competition Policy (Centre for Competition Economics)  
YES Marketing GEN2 Conference, Pompeu Fabra University

**2024** Annual Bass FORMS Conference, International Industrial Organization Conference  
Bristol University IO Day, EMAC Annual Conference, CRESSE

**2023** Management Science Workshop, Goethe University  
International Industrial Organization Conference, Mannheim University  
Marketing Science Conference, CRESSE  
Empirical IO Workshop of Retail, Food, and Nutrition (Mannheim University)  
Marketing for Environmental Sustainability (Stanford University)

**2022** Paris-Saclay University (INRAE), SEM Conference (Bank of Canada)  
Marketing Science Conference, CRESSE, European Quant Marketing Seminar  
APIOC, Israel IO Day

**2021** International Industrial Organization Conference (Rising Star Session)  
Marketing Science Conference, Southern Economic Association Annual Meeting  
Shanghai University of Finance and Economics  
OSU (Fisher School of Management), Xiamen University  
Santa Clara University (Leavey School of Business)  
UCLA (Anderson School of Management), Imperial College London (Business School)  
University of Minnesota (Carlson School of Management), City University of Hong Kong  
Chinese University of Hong Kong, University College London (School of Management)