Ziqi Zhong

The London School of Economics and Political Science, Houghton Street, London, WC2A 2AE, United Kingdom

+44-7865577777 | Z.Zhong6@lse.ac.uk | https://orcid.org/0000-0002-3919-9999

https://www.lse.ac.uk/management/people/phd-student/zhong

https://www.linkedin.com/in/zzhong6

https://zzhong.io

Education

PhD in Quantitative Marketing, London School of Economics, United Kingdom — 2026 (expected)

    Intercollegiate: London Business School (2022 - 2024), Imperial College London (2023 - 2024)

MRes in Quantitative Marketing, London School of Economics, United Kingdom — 2023

BEng in Cyber Security (Inaugural Graduate), Guangdong University of Foreign Studies, China — 2018

Research & Teaching Interests

Substantive: Digital Marketing, Business for Good, Sustainability, Marketing-finance Interface

Methodological: Behavioural & Experimental Economics, Causal Inference, Machine Learning, Neuroscience

Selected Works

Zhong, Z. and X. Li, "Re-Visiting the Green Puzzle: The Effect of Eco-Positioning on Service Adoption" (2024), *ISMS 2024, EMAC 2024*, under review at *Journal of the Academy of Marketing Science*, available at http://dx.doi.org/10.2139/ssrn.4138686

Zhong, Z. and Y. Zhao, "Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behaviour" (2024), *ISMS 2024, EMAC 2024*

Z. Zhong and Y. Peng, "Time Investment and Discount Sensitivity in Online Shopping" *CMIC 2024*

Working in Progress

Zhong, Z., X. Li and B. Liang, "AI-Driven Privacy Policy Optimisation for Sustainable Data Strategy" (JMP), *ANZMAC 2024*, *AMA 2025*, Data collection in progress.

K. Huang and **Z. Zhong**, "Go Green = Go Smart?", *ANZMAC 2024*, Writing in progress.

Zhong, Z. and Y. Zhao, "Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behaviour", *ISMS 2024*, Data collection in progress.

Zhong, Z. and Y. Hu, "Superlative Crackdown: Navigating China's Ad Revolution", Data collection in progress.

Y. Peng and **Z. Zhong**, "Is Cyberbullying a Form of Hedonism? Theory and Evidence", Data collection in progress.

Other Publications

Jin, K., **Z. Zhong** and EY. Zhao "Sustainable Digital Marketing under Big Data: An AI Random Forest Model Approach" (2024), *IEEE Transactions on Engineering Management*, 71, 3566-3579. (AJG/ABS: 3)

Xiong, W. and **Z. Zhong** (2023), "Exploring the Synergistic Effects of Digital Labor and Emotional Expression on Social Media on Consumer Psychological Health", *International Journal of Mental Health Nursing*, 32, 136-137. (JCR: Q1)

Zhong, Z. and EY. Zhao (2023), "Collaborative Driving Mode of Sustainable Marketing and Supply Chain Management Supported by Metaverse Technology", *IEEE Transactions on Engineering Management*, 71, 1642-1654. (AJG/ABS: 3)

Zeng, X. and **Z. Zhong** (2022), "Multimodal Sentiment Analysis of Online Product Information Based on Text Mining under the Influence of Social Media", *Journal of Organizational and End User Computing*, 34(8), 1–18. (JCR: Q1)

Chen, J., **Z. Zhong**, Q. Feng, and L. Liu (2022), "The Multimodal Emotion Information Analysis of E-commerce Online Pricing in Electronic Word of Mouth" *Journal of Global Information Management*, 30(11), 1-17. (AJG/ABS: 2, JCR: Q1)

Li, Y., **Z. Zhong**, F. Zhang, and X. Zhao (2022), "Artificial Intelligence-Based Human-Computer Interaction Technology Applied in Consumer Behavior Analysis and Experiential Education", *Frontiers in Psychology*, 13:784311. (JCR: Q1)

Li, C., K. Jin, **Z. Zhong**, P. Zhou, and K. Tang (2022), "Financial Risk Early Warning Model of Listed Companies Under Rough Set Theory Using BPNN", *Journal of Global Information Management*, 30(7), 1-18. (AJG/ABS: 2, JCR: Q1)

Feng, B., K. Sun, **Z. Zhong**, and M. Chen (2021), "The Internal Connection Analysis of Information Sharing and Investment Performance in the Venture Capital Network Community", *International Journal of Environmental Research and Public Health*, 18(22), 11943. (JCR: Q1)

Jin, X., P. Zheng, **Z. Zhong**, and Y. Cao (2020), "The Effect of Venture Capital on Enterprise Benefit According to the Heterogeneity of Human Capital of Entrepreneur", *Frontiers in Psychology*, 11:1558. (JCR: Q1)

Conference & Invited Talks

American Marketing Association (AMA) Conference
  "AI-Driven Privacy Policy Optimisation for Sustainable Data Strategy", AMA Winter, 2025.
  "The Dark Side of Eco-positioning: The 'Green Regret' Effect", AMA Winter, 2025.
ISMS Marketing Science Conference
  "Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption", ISMS, 2024.
  "Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior", ISMS, 2024.
Australian & New Zealand Marketing Academy Conference (ANZMAC)
  "AI-Driven Privacy Policy Optimisation for Sustainable Data Strategy", Session Chair, ANZMAC, 2024.
  "Go Green = Go Smart?", Session Chair, ANZMAC, 2024.
European Marketing Academy Annual Conference (EMAC) & Doctoral Colloquium
  "Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption", *EMAC*, 2024.
  "Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behavior", *EMAC*, 2024.
International Conference on Digital Society and Intelligent Systems
  "Advancing Sustainable Marketing through Empowering Recommendation: A Deep Learning Approach", IEEE: *DsInS*, 2023.
International Conference on Computer Science and Management Technology
  "Enhancing Sustainability Marketing Strategies in Online Transactions: A Categorical Factorization Approach", ACM: *ICCSMT*, 2023.
International Conference on Industrial IoT, Big Data and Supply Chain
  "Sustainable Supply Chain Distribution Model of Fashion Market Based on Improved Ant Colony Algorithm", IEEE: *IIoTBDSC*, 2023.
International Conference on E-Commerce and Internet Technology
  "Research on the Precise Marketing Method of Goods Based on Big Data Technology", IEEE: *ECIT*, 2021.
  "Research on Precision Marketing Strategy Based on Cluster Analysis Algorithm", IEEE: *ECIT*, 2020.

Awards & Grants

ANZMAC Session Chair of Sustainability & Ethics   2024

ANZMAC Session Chair of AI & Innovation	2024
LSE Data Collection Grant, PI, **2,600 pounds**	2024
AI Research and Impact Support Fund (RISF), PI, **5,000 pounds**	2024 - 2025
INFORMS Marketing Science Doctoral Consortium Fellow	2024
Phelan US Centre Research Grants, PI, **2,500 pounds**	2024
LSE Postgraduate Travel Fund, **5,000 pounds**	2022 - 2026
LSE Conference and Research Fund, **12,500 pounds** in total	2021 - 2026
Lee Family PhD Scholarship, **189,000 pounds** in total	2021 - 2026
LSE PhD Studentship, **18,000 pounds**	2021
Gold Prize of the National Universities Art Exhibition, China Ministry of Education	2017
Top 10 Person of the Year, Guangdong University of Foreign Studies	2016

Service & Experience

Ad Hoc Reviewer

IEEE Transactions on Engineering Management, Behaviour & Information Technology, Humanities and Social Sciences Communications, Scientific Reports

Teaching

London School of Economics

Marketing (MG212, Undergraduate) - Class Teacher	2024 - 2025
Consumer Behaviour (MG103, Summer School) - Class Teacher	2023 - 2024
Ratings (4.2 = Excellent): 4.6/5, N = 31 (2023); 4.8/5, N = 58 (2024)	
Pricing Strategy (MG403, MSc) - GTA & Instructor	2024 - 2025
Principle of Pricing (MG4J3, Executive Master's) - GTA & Instructor	2024 - 2025
Consumer Neuroscience (MG4J7, MSc) - GTA & Instructor	2024 - 2025
Marketing Strategy (MG445E, Executive Master's) - GTA & Instructor	2022 - 2024
Digital Marketing (MG4F3, MSc) - GTA & Instructor	2021 - 2025

Industry

Behavioural Data Scientist, China Resources, Shenzhen, China	2023 - 2024
Funder & CEO, AquaMind, Shanghai, China	2022 - present
User Data Scientist, NetEase Games, Guangzhou, China	2019 - 2021
IT Consultant, Tongdao Liepin Group, Guangzhou, China	2016 - 2017

Doctoral Coursework & Workshop

* Intercollegiate

Marketing & Behavioural Science

Marketing I: Consumer Behaviour and Quantitative Modelling	Amitav Chakravarti & Xiaolin Li
Marketing II: Consumer Behaviour and Quantitative Modelling	Om Narasimhan & Amitav Chakravarti
A Social Sciences Perspective of Academic Research in Management	Naufel Vilcassim
Marketing and Development*	Rajesh Chandy & Om Narasimhan
Empirical Marketing Models*	Xu Zhang & Puneet Manchanda
Theoretical Marketing Models*	Oded Koenigsberg & Nicolas Padilla
Sustainable Behaviour*	Eduardo B. Andrade

Economics & Data Science

Microeconomics for MRes students*	Michele Piccione & Balazs Szentes

Labour Economics for Research Students (i)	Alan Manning & John Van Reenen
Labour Economics for Research Students (ii)	Stephen Machin & Yona Rubinstein
Econometrics*	Alexey Onatskiy
Multivariate Analysis and Measurement	Jouni Kuha
Causal Inference for Observational and Experimental Studies	Jouni Kuha
Causal Inference Workshop (Main)	Donald Rubin & Matias Cattaneo
Causal Inference Workshop (Advanced)	Jeffrey Wooldridge & Christian Hansen
Machine Learning and Data Mining*	Xinghao Qiao
Machine Learning for Analytics, Marketing and Operations*	Stephan Seiler & Martin Haugh

Miscellaneous

Language: Cantonese (native), Mandarin (native), English (proficient), Korean (basic)

Tools: MATLAB (fair), Stata (fair), R (intermediate), Python (intermediate), Mathematica (basic), LaTeX (basic)

Certificates:

Fellowship (FHEA), Higher Education Academy

Postgraduate Certificate of Higher Education (PgCertHE), London School of Economics

Project Management Professional (PMP), Project Management Institute (PMI)

Professional in Business Analysis (PMI-PBA), Project Management Institute (PMI)

MasterTrack in Machine Learning for Analytics, University of Chicago

MicroMasters in Data, Economics, and Design of Policy, Massachusetts Institute of Technology

Certified Luxury Authenticator - Watch, China Certification & Inspection Group (CCIC)

Certified Luxury Authenticator - Jewellery & Handbag, China Certification & Inspection Group (CCIC)

Sport Qualifications:

The first Chinese Master Instructor of Scuba and Freediving in Europe

Freediving Instructor & International Judge, International Association for the Development of Apnea (AIDA)

Master Scuba Diver Trainer & Master Freediving Instructor, Professional Association of Diving Instructors (PADI)

Kendo 1-dan, British Kendo Association (BKA)

References

Om Narasimhan	Xiaolin Li	Nicolette Sullivan
Professor of Marketing	Associate Professor of Marketing	Assistant Professor of Marketing
Department of Management	Faculty of Business	Department of Management
London School of Economics	The Hong Kong Polytechnic University	London School of Economics
o.narasimhan@lse.ac.uk	xiao-lin.li@polyu.edu.hk	n.sullivan@lse.ac.uk