

# Ziqi Zhong

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## Education

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<b>PhD in Quantitative Marketing</b> , London School of Economics, United Kingdom	2026 (expected)
Intercollegiate: London Business School (2022 - 2024)	
<b>MRes in Quantitative Marketing</b> , London School of Economics, United Kingdom	2023
<b>BEng in Cyber Security (Inaugural Graduate)</b> , Guangdong University of Foreign Studies, China	2018

## Research & Teaching Interests

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

Methodological: Behavioural and Experimental Economics, Causal Inference, Machine Learning

## Selected Works

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**Zhong, Z.** and X. Li, “Escaping the Green Dilemma: Marketing Interventions on Sustainability Adoption” (2024), **ISMS 2024**

**Zhong, Z.** and EY. Zhao, “Engaging Fears: The Effect of Horror Stimuli in Video Games on Consumer Purchasing Behaviour”, **ISMS 2024**

## Working in Progress

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**Z. Zhong** and YY. Peng, “Time is Money Indeed: The Effect of Time Investment on Consumer’s Discount Sensitivity across Online Shopping Platforms”, Data collection in progress.

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

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

## Other Publications

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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, IF: 5.8)

**Zhong, Z.** and EY. Zhao, “Collaborative Driving Mode of Sustainable Marketing and Supply Chain Management Supported by Metaverse Technology” (2023), **IEEE Transactions on Engineering Management**, 71, 1642-1654. (AJG/ABS: 3, IF: 5.8)

- Zeng, X. and **Z. Zhong**, “Multimodal Sentiment Analysis of Online Product Information Based on Text Mining under the Influence of Social Media” (2022), *Journal of Organizational and End User Computing*, 34(8), 1–18. (JCR: Q1, IF: 7.4)
- 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, IF: 4.7)
- 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, IF: 4.2)
- 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, IF: 4.7)
- 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, IF: 4.6)
- 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, IF: 4.2)

## Conference & Invited Presentations

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### 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.

### European Marketing Academy Annual Conference & 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

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AI Research and Impact Support Fund (RISF), <b>5,000 pounds</b>	2024 - 2025
INFORMS Marketing Science Doctoral Consortium Fellow	2024
Phelan US Centre Research Grants, <b>2,500 pounds</b>	2024
Lee Family PhD Scholarship, <b>169,000 pounds</b> in total	2021 - 2025

LSE PhD Studentship, <b>18,000 pounds</b>	2021
Top 10 Person of the Year 2016, GDUFs	2016

## Service & Experience

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### Ad Hoc Reviewer

*IEEE Transactions on Engineering Management*

*Humanities and Social Sciences Communications*

*Scientific Reports*

### Teaching

#### London School of Economics

Consumer Behaviour (Summer School) - Class Teacher 2023 - 2024

Ratings: 4.6/5.0, N = 31 (2023)

Marketing Strategy (Executive Master) - GTA & Instructor 2022 - 2024

Digital Marketing (MSc) - GTA & Instructor 2021 - 2024

### Industry

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

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*\*Audited Course*

### Marketing Research

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

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

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

**Certificates:**

**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 Development Policy**, Massachusetts Institute of Technology

**Sport Qualifications:**

[The first Chinese Master Instructor of Scuba and Freediving in Europe](#)

**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)