JESSICA FONG

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ACADEMIC EMPLOYMENT

University of Michigan, Ross School of Business
Sanford R. Robertson Assistant Professor of Marketing   2023 - 2024
Assistant Professor of Marketing   2020 - Present

EDUCATION

Stanford University Graduate School of Business   2014 - 2019
Ph.D in Marketing

California Institute of Technology   2010 - 2014
B.S. in Computer Science, B.S. in Business, Economics, and Management

RESEARCH INTERESTS

Quantitative Marketing, Field Experiments, Digital Platforms, Platform Design, Information Economics, Behavioral Economics, Empirical Industrial Organization, Advertising

PUBLICATIONS

1. Fong, Jessica, and Megan Hunter (2022). "Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance." *Marketing Science* 41(1), 33-50.
   – Best Paper Award Winner at the 2021 Cherry Blossom Financial Education Institute

2. Farronato, Chiara, Jessica Fong, and Andrey Fradkin (2024). "Dog Eat Dog: Balancing Network Effects and Differentiation in a Digital Platform Merger", *Management Science 70(1)*, 464-483.

3. Fong, Jessica, Tong Guo, and Anita Rao (2024). "Debunking Misinformation about Consumer Products: Effects on Beliefs and Purchase Behavior". *Journal of Marketing Research*, 61(4), 659-681.

4. Fong, Jessica (2024). "Effects of Market Size and Competition in Two-Sided Markets: Evidence from Online Dating". Forthcoming, *Marketing Science*

5. Fong, Jessica, and Caio Waisman (2024). "The Effects of Delay in Bargaining: Evidence from eBay". Forthcoming, *Management Science*

WORKING PAPERS

1. "Content Generation on Social Media: The Role of Negative Feedback" with Varad Deolankar, S. Sriram
   Submitted

2. "A Structural Neural Autopilot Analysis of Social Media Use Around the Pandemic Lockdown" with Yi Xin, Lawrence Jin, Colin Camerer
   Submitted

3. "Consumer Inferences from Product Rankings: The Role of Beliefs in Search Behavior" with Olivia R. Natan, Ranmit Pantle
   Submitted

4. "How Effective is Suggested Pricing?: Experimental Evidence from an E-Commerce Platform" with Puneet Manchanda, Yu Song

5. "Integrating Neuro-Psychological Habit Research into Consumer Choice Models" with Ryan Webb, Asaf Mazar, Julia Levine, Alexandra Wellsjo, Olivia Natan, Clarice Zhao, Phillippa Lally, Sanne de Wit, John O'Doherty, Andrew Ching, Raphael Thomadsen, Matthew Osborne, Peter Landry, Mark Bouton, Wendy Wood, Colin Camerer
   Major Revision at International Journal of Research in Marketing

SEMINAR AND CONFERENCE PRESENTATIONS

UCLA Anderson School of Management, FTC Economics Seminar Series   2025 (scheduled)

Virtual Quant Marketing Seminar, Hong Kong Polytechnic University,   2024
The University of Hong Kong, The Chinese University of Hong Kong,
Hong Kong University of Science and Technology, Bargaining: Experiments, Empirics and Theory,
Dartmouth College Tuck School of Business, University of Michigan Dearborn College of Business,
University of Michigan Ross School of Business (Management & Operations, scheduled)

Yale School of Management, Jinan University, UC Berkeley Haas School of Business,   2023
Marketing Science, Michigan Ross Hosmer Lunch Series, Choice Symposium,
Workshop on Institutions, Individual Behavior and Economic Outcomes,
Conference on Digital Experimentation at MIT

Temple University, Erasmus University Rotterdam School of Management,   2022
Data Science in a Digital World, Marketing Analytics Symposium, Informs Annual Meeting,
Canadian Economics Association Annual Conference, NUS Economics of Platforms Workshop

Louvain and Paris Economics of Digitization Online Seminar, Marketing Science,   2021
FTC Microeconomics Conference

Cornell SC Johnson School of Business, UTD Bass FORMS Conference,   2020
NBER Summer Institute IT and Digitization, QME Conference, Informs Annual Meeting

IZA/CAIS Workshop: Matching Workers and Jobs Online (Keynote), London Business School,   2019
UNC Kenan-Flagler Business School, Northwestern University Kellogg School of Management,
Boston University, Temple University Fox School of Business, Informs Annual Meeting,

Washington University in St. Louis Olin Business School, University of Pennsylvania Wharton School, University of Rochester Simon Business School, University of Chicago Booth School of Business, Columbia Business School, Harvard Business School, University of Michigan Ross School of Business, Platforms Strategy Research Symposium

Trans-Atlantic Doctoral Consortium   2017

AWARDS AND HONORS

Sanford R. Robertson Research Award, University of Michigan Ross School of Business   2023

Best Paper Award at the 2021 Cherry Blossom Financial Education Institute   2021
- "Can Facing the Truth Improve Outcomes?"

AMA-Sheth Doctoral Consortium Fellow   2018

PROFESSIONAL SERVICE

Editorial Review Board Member, Marketing Science   2022 - Present

Workshop on Platform Analytics Scientific Committee   2023 - 2025

Referee: Management Science, Marketing Science, Journal of Marketing Research, Review of Industrial Organization, American Economic Journal: Microeconomics, Strategy Science, Production and Operations Management, Empirical Economics

Advising:
- Varad Deolankar (Marketing, 2025, co-advised with S. Sriram)
- Yu Song (Marketing, 2026, co-advised with Puneet Manchanda)

Discussant:
- UTD Bass FORMS Conference, February 2024
- Behavioral IO and Marketing Symposium, May 2024
- Workshop on Platform Analytics, April 2023

Michigan:
- PhD Committee   2024-Present

TEACHING

Retail Marketing Management, Undergraduate elective   2024

Retail Strategy, MBA elective   2024

Marketing Management, Undergraduate Core Course   2020 - 2023
- Course Coordinator, 2021 - 2023

OTHER WORK EXPERIENCE

Fitbit, Inc.   2019 - 2020
Senior Product Manager