

JESSICA FONG
Ross School of Business
University of Michigan
701 Tappan Ave, Ann Arbor, MI 48109
jyfong@umich.edu | jessica-fong.com

ACADEMIC EMPLOYMENT

University of Michigan, Ross School of Business

Sanford R. Robertson Assistant Professor of Marketing
Assistant Professor of Marketing

2023 - 2024
2020 - Present

EDUCATION

Stanford University Graduate School of Business

Ph.D in Marketing

2014 - 2019

California Institute of Technology

B.S. in Computer Science, B.S. in Business, Economics, and Management

2010 - 2014

RESEARCH INTERESTS

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

PUBLICATIONS

- 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
- Farronato, Chiara, Jessica Fong, and Andrey Fradkin (2023). "Dog Eat Dog: Balancing Network Effects and Differentiation in a Digital Platform Merger", *Management Science* 70(1), 464-483
- Fong, Jessica, Tong Guo, and Anita Rao (2023). "Debunking Misinformation about Consumer Products: Effects on Beliefs and Purchase Behavior". Forthcoming, *Journal of Marketing Research*
- Fong, Jessica (2023). "Effects of Market Size and Competition in Two-Sided Markets: Evidence from Online Dating". Forthcoming, *Marketing Science*

WORKING PAPERS

- "The Effects of Delay in Bargaining: Evidence from eBay" with Caio Waisman
Revise and Resubmit at Management Science

2. “Content Generation on Social Media: The Role of Negative Feedback” with Varad Deolankar, S. Sriram
Revise and Resubmit at Marketing Science
3. “Forced Experimentation During Pandemic Lockdown: A Neural Autopilot Analysis of Social Media Use” with Yi Xin, Lawrence Jin, Matthew Shum, Colin Camerer
Revise and Resubmit at Science Advances
4. “Frequency in Brand Advertising” with Wesley R. Hartmann

SEMINAR AND CONFERENCE PRESENTATIONS

UTD Bass FORMS Conference (discussion), Virtual Quant Marketing Seminar (scheduled), Hong Kong Polytechnic University (scheduled), University of Hong Kong (scheduled)	2024
Yale School of Management, Workshop on Platform Analytics (discussion), Jinan University, UC Berkeley Haas School of Business, Marketing Science, Michigan Ross Hosmer-Hall Lunch Series, Workshop on Institutions, Individual Behavior and Economic Outcomes, Choice Symposium, Conference on Digital Experimentation at MIT	2023
Temple University, Erasmus University Rotterdam School of Management, Data Science in a Digital World, Marketing Analytics Symposium, Informs Annual Meeting, Canadian Economics Association Annual Conference, NUS Economics of Platforms Workshop	2022
Louvain and Paris Economics of Digitization Online Seminar, Marketing Science, FTC Microeconomics Conference	2021
Cornell SC Johnson School of Business, UTD Bass FORMS Conference, NBER Summer Institute IT and Digitization, QME Conference, Informs Annual Meeting	2020
IZA/CAIS Workshop: Matching Workers and Jobs Online (Keynote), London Business School, 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	2019
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 - “Can Facing the Truth Improve Outcomes?”	2021
AMA-Sheth Doctoral Consortium Fellow	2018

PROFESSIONAL SERVICE

Editorial Review Board Member, Marketing Science 2022 - Present

Workshop on Platform Analytics Scientific Committee 2023, 2024

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

TEACHING

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

OTHER WORK EXPERIENCE

Fitbit, Inc. 2019 - 2020
Senior Product Manager

Last updated: March 2024