

# Zhenling Jiang

(Last updated: October 2020)

752 Jon M. Huntsman Hall  
3730 Walnut Street  
Philadelphia, PA 19104

Email: [zhenling@wharton.upenn.edu](mailto:zhenling@wharton.upenn.edu)  
Phone: 215-898-2534  
Homepage: [jiangzhenling.com](http://jiangzhenling.com)

---

## Academic Employment

Assistant Professor, Wharton School, University of Pennsylvania, 2020 – Present

Assistant Professor, Robinson College of Business, Georgia State University, 2019 – 2020

## Education

Ph.D. in Marketing, Washington University in St Louis, 2019

M.A. in International Economics and Finance, Brandeis University, 2008

B.A. in Economics, Nankai University, 2006

## Publications

1. An Empirical Bargaining Model with Left-digit Bias – A Study on Auto Loan Monthly Payments.  
Z. Jiang. Accepted at *Management Science*.
2. Consumer Search and Purchase: An Empirical Investigation of Retargeting Based on Consumer Online Behaviors.  
Z. Jiang, T. Chan, H. Che and Y. Wang. Accepted at *Marketing Science*.
3. Can Non-tiered Customer Loyalty Programs Be Profitable?  
A. Gopalakrishnan, Z. Jiang, Y. Nevskaya and R. Thomadsen. Accepted at *Marketing Science*.

## Working Papers

4. How Does Bonus Payment Affect Auto Loan Demand and Delinquency?  
Z. Jiang, D. Zhang and T. Chan. Revising for 3<sup>rd</sup> round review at *Journal of Marketing Research*.
5. Digitization of Employment Verification and Inclusive Access to Credit: Evidence from Equifax.  
T. Chan, N. Hamdi, X. Hui and Z. Jiang.
6. Estimating Parameters of Structural Models Using Neural Networks.

Y. Wei, Z. Jiang.

7. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.  
Z. Jiang, Y. Wei, T. Chan and N. Hamdi.
8. Consumer Online Search and Purchase with Endogenous Channel Choice.  
S. Zhang, Z. Jiang and H. Che.

## Teaching Experience

Data and Analysis for Marketing Decisions, 2020 Fall

Structural Modeling (doctoral seminar), 2020 Spring

Data-driven Marketing, 2020 Spring

Introduction to R Programming (Equifax Workforce Solution Analytics Team, St Louis, MO), 2018 Spring

Introduction to R Programming (MS in Customer Analytics, MS in Quantitative Finance, Evaluation Median: 9/10), 2016 Summer

## Conference Presentations and Invited Talks

Quantitative Marketing and Economics	Oct 2020
Behavioral IO and Marketing Symposium, Michigan (canceled)	Aug 2020
Yale Customer Insights Conference (postponed)	July 2020
Marketing Science Conference	Jun 2020
Clemson University Research Symposium	Jan 2020
Behavioral IO and Marketing Symposium, Michigan (discussant)	May 2019
Federal Reserve Bank of Philadelphia	Mar 2019
Cheung Kong Graduate School of Business	Nov 2018
University College London	Nov 2018
Hong Kong University of Science and Technology	Oct 2018
Peking University	Oct 2018
University of Florida	Oct 2018
University of Pennsylvania	Oct 2018
University of Washington	Sep 2018
Boston College	Sep 2018
Georgia State University	Sep 2018
Marketing Dynamics Conference, SMU	July 2018

Boulder Summer Conference on Consumer Financial Decision Making (poster presentation)	May 2018
Behavioral IO and Marketing Symposium, Michigan	May 2018
Saint Louis University	March 2018
Marketing Dynamics Conference, HKUST	August 2017
Marketing Science Conference, USC	June 2017
Marketing Science Conference, Fudan University	June 2016

## **Industry Experience**

Bose Corporation, Framingham, MA, 2008 – 2013

*Consumer Research Specialist*, Home Entertainment Product Marketing

Conducted analytics-driven research projects including new product design, customer segmentation, advertising research, and customer satisfaction.

## **Academic Awards and Honors**

AMA-Sheth Foundation Consortium Student Fellow, 2017

Moog Scholar Award, Washington University, 2016

INFORMS Marketing Science Doctoral Consortium Fellow, 2016, 2017

Doctoral Fellowship, Washington University, 2013–2017

Merit-based Scholarship, Brandeis University, 2006–2008

Excellent Student Scholarship, Nankai University, 2002–2006

## **Professional Services**

Ad hoc reviewer: Marketing Science, Management Science