

# Zhenling Jiang

(Last updated: March 2021)

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. Forthcoming 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. Forthcoming at *Marketing Science*.
3. Can Non-tiered Customer Loyalty Programs Be Profitable?  
A. Gopalakrishnan, Z. Jiang, Y. Nevskaya and R. Thomadsen. Forthcoming at *Marketing Science*.

## Working Papers

4. How Does Bonus Payment Affect Auto Loan Demand and Delinquency?  
Z. Jiang, D. Zhang and T. Chan. Conditionally accepted at *Journal of Marketing Research*.
5. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.  
Z. Jiang, Y. Wei, T. Chan and N. Hamdi. Major revision at *Marketing Science*.

6. Digitization of Employment Verification and Inclusive Access to Credit: Evidence from Equifax.  
T. Chan, N. Hamdi, X. Hui and Z. Jiang. Major revision at *Marketing Science*.
7. Estimating Parameters of Structural Models Using Neural Networks.  
Y. Wei, Z. Jiang. Under review at *Marketing Science*.
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 (Wharton)               | 2020 Fall – |
| Structural Modeling (GSU)   | 2020 Spring |
| Data-driven Marketing (GSU)                                       | 2020 Spring |
| Introduction to R Programming (Equifax)                           | 2018 Spring |
| Introduction to R Programming (Washington University in St Louis) | 2016 Summer |

## Conference Presentations and Invited Talks

|  |           |
|--|-----------|
| UTD (scheduled)  | Apr 2021  |
| Northwestern Kellogg (scheduled)                             | Mar 2021  |
| UCLA (scheduled)   | Mar 2021  |
| 15th Annual Bass FORMS Conference (discussant)               | Feb 2021  |
| 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, Journal of Marketing Research