Zhenling Jiang

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J. Mack Robinson College of Business
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Academic Employment

Assistant Professor, J. Mack Robinson College of Business, Georgia State University, August 2019 – Present

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

Working Papers

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

3. An Empirical Bargaining Model with Digit Bias – A Study on Auto Loan Monthly Payments.
   Z. Jiang. Major revision at *Management Science*.

4. How Does Bonus Payment Affect Auto Loan Demand and Delinquency?
   Z. Jiang, D. Zhang and T. Chan. Under review at *Journal of Marketing Research*.

5. Purchase or Abandon? A Temporal Separation between Choosing and Buying Increases Abandonment of Hedonic Products.
   G. Tonietto, S. Malkoc, S. Nowlis and Z. Jiang. Reject and resubmit at *Journal of Marketing*.

6. Consumer Online Search and Purchase with Endogenous Channel Choice.
   S. Zhang, Z. Jiang and H. Che.

7. Digital Verification Network and Inclusive Access to Credit: Evidence from Equifax.
   T. Chan, N. Hamdi, X. Hui and Z. Jiang.

Work in Progress

8. Pricing with Middleman: Implication from Policy Experiments in the Auto Loan Market.
   with T. Chan, N. Hamdi and Y. Wei

Conference Presentations and Invited Talks

UCLA (scheduled)	May 2020
Behavioral IO and Marketing Symposium, Michigan (discussant)	May 2019
Federal Reserve Bank of Philadelphia	March 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

Teaching Experience

Instructor

Structural Modeling (doctoral seminar), 2020 Spring (scheduled)

Data-driven Marketing, 2020 Spring (scheduled)

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

Teaching Assistant

> Analytics Driven Brand Management, 2017 Spring
> Data Analysis for Brand Management, 2017 Spring
> Empirical Methods in Business I, 2016 Fall
> Honors Seminar, 2016-2017 Fall
> Customer Analytics Using Probability Models, 2016 Spring
> Empirical Methods in Business II, 2016 Spring, 2017 Fall
> Marketing Strategy, 2015 Fall
> Marketing Research, 2015 Spring
> Marketing Management, 2014 Fall
> Quantitative Techniques, 2007 Spring, Fall
> Fixed Income Securities, 2007 Summer

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

Computer Skills

R, C++, Matlab, Apache Impala, Stata, SPSS, AMPL