

Zhenling Jiang

(Last updated: March 2020)

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

Email: zhenling@wharton.upenn.edu
Phone: 215-898-2534
Homepage: 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