

# Zhenling Jiang

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## Academic Employment

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

Assistant Professor of Marketing, 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. Estimating Parameters of Structural Models Using Neural Networks.  
Yanhao Wei, Zhenling Jiang (2024). Forthcoming at *Marketing Science*.
2. Referral Contagion: Downstream Benefits of Customer Referrals.  
Rachel Gershon, Zhenling Jiang (2024). Forthcoming at *Journal of Marketing Research*.
3. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.  
Zhenling Jiang, Yanhao Wei, Tat Chan and Naser Hamdi (2023). *Marketing Science*, 42(5), 958-983.
4. The Value of Verified Employment Data for Consumer Lending: Evidence from Equifax.  
Tat Chan, Naser Hamdi, Xiang Hui and Zhenling Jiang (2022). *Marketing Science*, 41(4), 367-386.
5. An Empirical Bargaining Model with Left-digit Bias: A Study on Auto Loan Monthly Payments. (2022)  
Jiang, Zhenling. *Management Science*, 68(2), 442-465.

6. Consumer Search and Purchase: An Empirical Investigation of Retargeting Based on Consumer Online Behaviors  
Jiang, Zhenling, Tat Chan, Hai Che, and Youwei Wang (2021). *Marketing Science*, 40(2), 219-240.
7. Can Non-tiered Customer Loyalty Programs Be Profitable?  
Gopalakrishnan, Arun, Zhenling Jiang, Yulia Nevskaya, and Raphael Thomadsen (2021). *Marketing Science*, 40(3), 508-526.
8. How Does Bonus Payment Affect Auto Loan Demand and Delinquency?  
Zhenling Jiang, Dennis Zhang and Tat Chan (2021). *Journal of Marketing Research*, 58(3), 476-496.

## Working Papers

9. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market.  
Donggwan Kim, Zhenling Jiang, Raphael Thomadsen (2024). Major revision at *Management Science*.
10. Estimating Treatment Effects under Recommender Interference: A Structured Neural Networks Approach  
Ruohan Zhan, Shichao Han, Yuchen Hu, Zhenling Jiang (2024). Major revision at *Management Science*.
11. Pre-Trained Estimator for Search Models  
Max Wei, Zhenling Jiang (2024).
12. The Effects of TV Advertising and Ad Content on Consumer Financial Decisions: Evidence from Mortgage Refinancing  
Zhenling Jiang, Donggwan Kim (2024).

## Selected Work in Progress

13. The Impact of TV Advertising on Reducing Racial Gap in Mortgage Refinancing.  
with Donggwan Kim, Yesim Orhun.
14. Machine Learning and Prediction Errors in Causal Inference.  
with Gad Allon, Daniel Chen, Dennis Zhang.
15. Causal Inference with Unstructured Data as Control Variables  
with Sikun Xu, Dennis Zhang

## Teaching Experience

Data and Analysis for Marketing Decisions (Wharton; MBA & undergrad) 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

## **Awards and Honors**

Dorinda and Mark Winkelman Distinguished Faculty Scholar Award, Wharton, 2024  
V. “Seenu” Srinivasan Young Scholar Award in Quantitative Marketing, 2024  
Cornell Saroj & Vithala Rao Young Scholar Award, 2024  
Journal of Marketing Research Outstanding Reviewer Award, 2024  
Wharton Teaching Excellence Award, 2023  
Finalist, Frank M. Bass Outstanding Dissertation Award, 2023  
MSI Young Scholar Award, 2023  
ISMS Early Career Scholars Camp Fellow, 2023  
Best in track paper, Winter AMA, 2023  
Marketing Science Service Award, 2022  
Wharton Teaching Excellence Award, 2022  
Wharton Dean’s Research Fund, 2021  
Wharton Teaching Excellence Award, 2021  
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

## **Invited Talks**

Carnegie Mellon University Tepper, May 2025 (scheduled)  
University of California Berkeley Haas, April 2025 (scheduled)  
New York University Stern, April 2025 (scheduled)

Stanford University, Feb 2025 (scheduled)  
Temple University, January 2025 (scheduled)  
European Quant Marketing Seminar, November 2024  
Lehigh University, November 2024  
Cornell Young Scholars Research Camp, May 2024  
Chicago Booth, Apr 2024  
National University of Singapore, Mar 2024  
University of Rochester Simon, Feb 2024  
Yale University SOM, Nov 2023  
Drexel University, Nov 2023  
London Business School, Jul 2023  
Columbia Marketing Camp, May 2023  
Washington University Junior Faculty Forum, May 2023  
University of California San Diego, Apr 2023  
Boston College, Mar 2023  
University of California Los Angeles (virtual), Mar 2021  
Northwestern University Kellogg (virtual), Mar 2021  
University of Texas Dallas (virtual), Apr 2021  
Temple University (virtual), Oct 2021  
Virtual Quant Marketing Seminar, Nov 2021  
Federal Reserve Bank of Philadelphia, Mar 2019  
Georgia State University, Sep 2018  
Boston College, Sep 2018  
University of Washington Seattle, Oct 2018  
University of Pennsylvania Wharton, Oct 2018  
University of Florida, Oct 2018  
Peking University, Nov 2018  
Hong Kong University of Science and Technology, Nov 2018  
University College London, Nov 2018  
Cheung Kong Graduate School of Business, Nov 2018

Saint Louis University, May 2018

## **Conference Presentations**

Conference on AI, ML and Business Analytics, Yale, Dec 2024 (scheduled)

SICS (discussant), Berkeley, June 2024

Behavioral IO and Marketing Symposium, Michigan, May 2024

Boulder Conference on Consumer Financial Decision Making, May 2024

Hopkins Social Impact Driven Marketing (discussant), March 2024

UTD Forms Conference, Feb 2024

MSI Young Scholars Conference, Utah, Jan 2024

Conference on AI/ML and Business Analytics, Temple, Dec 2023

12th Triennial Invitational Choice Symposium, INSEAD, Aug 2023

14th Workshop on the Economics of Advertising and Marketing, Bulgaria, Jun 2023

Marketing Science Conference, Miami, Jun 2023

Technological Adoption and Human-AI Interaction Workshop, Harvard, May 2023

UTD Forms Conference, Mar 2023

Marketing Analytics Symposium, Sydney, Mar 2023

Winter AMA, Nashville, Feb 2023

15th FTC Microeconomics Conference, DC, Nov 2022

Frontiers in Machine Learning and Economics (discussant), Philadelphia, Oct 2022

Marketing Science Conference, Virtual, Jun 2022

Yale Customer Insights Conference, May 2022

Four School Conference, Virtual, Apr 2022

UTD FORMS Conference (discussant), Feb 2021

Quantitative Marketing and Economics, Virtual, Oct 2020

Marketing Science Conference, Virtual, Jun 2020

Clemson University Research Symposium, Jan 2020

Behavioral IO and Marketing Symposium (discussant), Michigan, May 2019

Marketing Dynamics Conference, SMU, Jul 2018

Boulder Conference on Consumer Financial Decision Making (poster), May 2018

Behavioral IO and Marketing Symposium, Michigan, May 2018

Marketing Dynamics Conference, HKUST, Aug 2017

Marketing Science Conference, USC, Jun 2017

Marketing Science Conference, Fudan University, Jun 2016

## **Mentorship**

Donggwan Kim, committee member, co-author and letter writer, Wash U Marketing, first placement: Boston College (2023)

Yihao Yuan, committee member, Wharton Marketing, on-going

Anna Gao, co-chair, Wharton Marketing, on-going

Ruohan Zhan, co-author and letter writer, HKUST, placement: University College London (2024)

## **Professional Services**

### **Editorial Review Board:**

Marketing Science, 2022 Jan – present

Journal of Marketing Research, 2022 July – present

### **Ad hoc reviewer:**

Management Science, Quantitative Marketing and Economics, Marketing Letters

### **Organizer:**

Virtual Quant Marketing Seminar, June 2022 – present

### **Wharton:**

Senior Quant Recruiting Co-chair, 2023 – 2025

Curriculum Committee, 2024 – 2025

Junior Recruiting Committee, 2023 – 2024

Faculty Coordinator for Wharton Marketing Colloquia, 2022 – 2023

Marketing Ph.D. Committee, 2020 – 2023

## **Industry Experience**

Bose Corporation (full-time) 2008 – 2013

*Consumer Research Specialist*, Home Entertainment Product Marketing

Equifax Inc. (part-time) 2016 – present

Zhenling Jiang

*Academic Researcher*