

# 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. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.  
Zhenling Jiang, Yanhao Wei, Tat Chan and Naser Hamdi (2022). Forthcoming at *Marketing Science*.
2. 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.
3. An Empirical Bargaining Model with Left-digit Bias: A Study on Auto Loan Monthly Payments. (2022)  
Jiang, Zhenling. *Management Science*, 68(2), 442-465.
4. 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.
5. Can Non-tiered Customer Loyalty Programs Be Profitable?  
Gopalakrishnan, Arun, Zhenling Jiang, Yulia Nevskaya, and Raphael Thomadsen (2021). *Marketing Science*, 40(3), 508-526.

6. 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

7. Referral Contagion: Downstream Benefits of Customer Referrals.  
Rachel Gershon, Zhenling Jiang (2022). Revise and resubmit at *Journal of Marketing Research*.
8. Estimating Parameters of Structural Models Using Neural Networks.  
Yanhao Wei, Zhenling Jiang (2022). Revise and resubmit at *Marketing Science*.

## Selected Work in Progress

9. Does Racial Diversity Increase Advertising Effectiveness? Evidence from the U.S. Mortgage Market.  
with Donggwan Kim and Raphael Thomadsen
10. Promote Mortgage Refinancing with TV Advertising.  
with Donggwan Kim
11. Machine Learning and Prediction Errors in Causal Inference.  
with Gad Allon, Daniel Chen and 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

## Conference Presentations and Invited Talks

### 2023

Columbia Marketing Camp, Boston College, UCSD, UTD Forms Conference, Winter AMA, Marketing Analytics Symposium – Sydney, 14th Workshop on the Economics of Advertising and Marketing, Junior Faculty Forum at WashU, Marketing Science Conference, 12th Triennial Invitational Choice Symposium

### 2022

15th FTC Microeconomics Conference, Frontiers in Machine Learning and Economics (discussant), Four School Conference, Yale Customer Insights Conference, Marketing Science Conference

**2021**

UCLA, Northwestern, UTD, Temple, Virtual Quant Marketing Seminar, UTD FORMS Conference (discussant)

**2020**

Quantitative Marketing and Economics, Marketing Science Conference, Clemson University Research Symposium

**2019**

Federal Reserve Bank of Philadelphia, Behavioral IO and Marketing Symposium, Michigan (discussant)

**2018**

Georgia State University, Boston College, University of Washington, University of Pennsylvania, University of Florida, Peking University, Hong Kong University of Science and Technology, University College London, Cheung Kong Graduate School of Business, Marketing Dynamics Conference SMU, Boulder Summer Conference on Consumer Financial Decision Making (poster presentation), Behavioral IO and Marketing Symposium, Michigan, Saint Louis University

**2017**

Marketing Dynamics Conference HKUST, Marketing Science Conference USC

**2016**

Marketing Science Conference Fudan University

**Awards, Grants, and Honors**

Best in track paper for the Artificial Intelligence, Models, and Methods track in Winter AMA, 2023

Marketing Science Service Awards, 2022

Wharton Teaching Excellence Award, 2021

Wharton Dean's Research Fund, 2021

Wharton Teaching Excellence Award, 2020

AMA-Sheth Foundation Consortium Student Fellow, 2017

Moog Scholar Award, Washington University, 2016

INFORMS Marketing Science Doctoral Consortium Fellow, 2016, 2017

Zhenling Jiang

Doctoral Fellowship, Washington University, 2013–2017

Merit-based Scholarship, Brandeis University, 2006–2008

Excellent Student Scholarship, Nankai University, 2002–2006

## 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:**

Marketing Ph.D. Committee, 2020, 2021, 2022

Faculty Coordinator for Wharton Marketing Colloquia, 2023 Spring

## Industry Experience

Bose Corporation 2008 – 2013

*Consumer Research Specialist*, Home Entertainment Product Marketing

Equifax Inc. 2016 – present

*Academic Researcher*