# 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 (2023). *Marketing Science,* 42(5), 958-983.

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 (2023). Invited revision at ***Journal of Marketing Research.***

8. Estimating Parameters of Structural Models Using Neural Networks.
   Yanhao Wei, Zhenling Jiang (2023). Major revision at ***Marketing Science***.

9. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market.
   Donggwan Kim, Zhenling Jiang, Raphael Thomadsen. Major revision at ***Management Science***.

10. Machine Learning and Prediction Errors in Causal Inference.
    Gad Allon, Daniel Chen, Zhenling Jiang, Dennis Zhang. Under review at *Management Science*.

## Selected Work in Progress

1. Treatment Effect Estimation under Algorithmic Interference on Content-Sharing Platforms
   with Shichao Han, Yuchen Hu, Yong Wang, Ruohan Zhan

2. How Does TV Advertising Affect Mortgage Refinancing Decisions?
   with Donggwan Kim

3. 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

## Conference Presentations and Invited Talks

**2024**

Rochester (scheduled)

**2023**

Yale (scheduled), Columbia Marketing Camp, Boston College, UCSD, London Business School, UTD Forms Conference, Winter AMA, Marketing Analytics Symposium – Sydney, Junior Faculty Forum at WashU, Technological Adoption and Human-Algorithm Interaction Workshop at Harvard, 14th Workshop on the Economics of Advertising and Marketing, 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

MSI Young Scholar Award, 2023

ISMS Early Career Scholars Camp Fellow, 2023

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, 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

## 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:**

Junior Recruiting Committee, 2023

Senior Quant Recruiting Co-chair, 2023

Faculty Coordinator for Wharton Marketing Colloquia, 2023 Spring

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

## Industry Experience

Bose Corporation                                                            2008 – 2013

*Consumer Research Specialist*, Home Entertainment Product Marketing

Equifax Inc.                                                                      2016 – present

*Academic Researcher*