

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. An Empirical Bargaining Model with Left-digit Bias – A Study on Auto Loan Monthly Payments.
Jiang, Zhenling. Forthcoming at *Management Science*.
2. 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.
3. Can Non-tiered Customer Loyalty Programs Be Profitable?
Gopalakrishnan, Arun, Zhenling Jiang, Yulia Nevskaya, and Raphael Thomadsen (2021). *Marketing Science*, 40 (3), 508-526.
4. 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

1. Digitization of Employment Verification and Inclusive Access to Credit: Evidence from Equifax.

Tat Chan, Naser Hamdi, Xiang Hui and Zhenling Jiang (2021). Conditionally accepted at ***Marketing Science***.

2. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.

Zhenling Jiang, Yanhao Wei, Tat Chan and Naser Hamdi (2021). Major revision at ***Marketing Science***.

3. Estimating Parameters of Structural Models Using Neural Networks.
Yanhao Wei, Zhenling Jiang (2020). Reject and resubmit at ***Marketing Science***.

4. Consumer Online Search and Purchase with Endogenous Channel Choice.
Shuo Zhang, Zhenling Jiang and Hai Che (2019).

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

Virtual Quant Marketing Seminar (scheduled) Nov 2021

Temple (scheduled) Oct 2021

UTD Apr 2021

Northwestern Kellogg Mar 2021

UCLA 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	2008 – 2013
<i>Consumer Research Specialist</i> , Home Entertainment Product Marketing	
Equifax Inc.	2016 – present
<i>Academic research</i>	

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

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Ad hoc reviewer: Marketing Science, Management Science, Journal of Marketing Research