

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). 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 (2023). ***Marketing Science***, 42(5), 958-983.
3. 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.
4. An Empirical Bargaining Model with Left-digit Bias: A Study on Auto Loan Monthly Payments. (2022)
Jiang, Zhenling. ***Management Science***, 68(2), 442-465.
5. 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.

6. Can Non-tiered Customer Loyalty Programs Be Profitable?
Gopalakrishnan, Arun, Zhenling Jiang, Yulia Nevskaya, and Raphael Thomadsen (2021). *Marketing Science*, 40(3), 508-526.
7. 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

8. Referral Contagion: Downstream Benefits of Customer Referrals.
Rachel Gershon, Zhenling Jiang (2024). Conditionally accepted at *Journal of Marketing Research*.
9. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market.
Donggwon Kim, Zhenling Jiang, Raphael Thomadsen (2024). Major revision at *Management Science*.
10. The Effects of TV Advertising and Ad Content on Consumer Financial Decisions: Evidence from Mortgage Refinancing (2024).
Zhenling Jiang, Donggwon Kim.

Selected Work in Progress

11. Pre-Trained Estimator for Search Models
with Max Wei
12. Estimating Treatment Effects under Recommender Interference: A Structured Neural Networks Approach
with Shichao Han, Yuchen Hu, Ruohan Zhan
13. Machine Learning and Prediction Errors in Causal Inference.
with Gad Allon, Daniel Chen, Dennis Zhang.
14. 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

Invited Talks

Cornell Young Scholars Research Camp (scheduled), 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

SICS (discussant), Berkeley, June 2024 (scheduled)
Behavioral IO and Marketing Symposium, Michigan, May 2024 (scheduled)
Boulder Conference on Consumer Financial Decision Making, May 2024 (scheduled)
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

Awards and Honors

MSI Young Scholar Award, 2023

ISMS Early Career Scholars Camp Fellow, 2023

Best in track paper, 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

Doctoral Student Training

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

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

Academic Researcher