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. The Value of Verified Employment Data for Consumer Lending: Evidence from Equifax.
   Tat Chan, Naser Hamdi, Xiang Hui and Zhenling Jiang (2022). Forthcoming at ***Marketing Science***.

2. An Empirical Bargaining Model with Left-digit Bias: A Study on Auto Loan Monthly Payments. (2021)
   Jiang, Zhenling. ***Management Science,*** 68 (2), 442-465.

3. 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.

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

5. 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

6. Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Experiment.
   Zhenling Jiang, Yanhao Wei, Tat Chan and Naser Hamdi (2021). Minor revision at *Marketing Science*.

7. Estimating Parameters of Structural Models Using Neural Networks.
   Yanhao Wei, Zhenling Jiang (2021). Revising to be resubmitted at *Marketing Science*.

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

Selected Work in Progress

9. Machine Learning and Prediction Errors in Causal Inference.
   with Gad Allon, Daniel Chen and Dennis Zhang

10. Does TV advertising drive mortgage decisions?
    with Donggwan Kim

11. Referrals are Contagious: Downstream Benefits of Referral Reward Programs
    with Rachel Gershon

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

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

Industry Experience

Bose Corporation   2008 – 2013

   Consumer Research Specialist, Home Entertainment Product Marketing

Equifax Inc.   2016 – present

   Academic research

Awards, Grants, and Honors

Wharton Dean's Research Fund ($9,450), 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

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 –)

Ad hoc reviewer: Management Science, Journal of Marketing Research, Quantitative Marketing and Economics

Wharton marketing Ph.D. committee, 2020, 2021