Zhenling Jiang

(Last updated: August 2024)

747 Jon M. Huntsman Hall
3730 Walnut Street
Philadelphia, PA 19104

Email: zhenling@wharton.upenn.edu
Phone: 215-898-2534
Homepage: jiangzhenling.com

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). Forthcoming at *Marketing Science*.

2. Referral Contagion: Downstream Benefits of Customer Referrals.
   Rachel Gershon, Zhenling Jiang (2024). Forthcoming at *Journal of Marketing Research.*

3. 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.

4. 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.

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

6. 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.

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

8. 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

9. TV Advertising Effectiveness with Racial Minority Representation: Evidence from the Mortgage Market.
   Donggwan Kim, Zhenling Jiang, Raphael Thomadsen (2024). Major revision at *Management Science*.

10. Estimating Treatment Effects under Recommender Interference: A Structured Neural Networks Approach
    Ruohan Zhan, Shichao Han, Yuchen Hu, Zhenling Jiang (2024).

11. Pre-Trained Estimator for Search Models
    Max Wei, Zhenling Jiang (2024).

12. The Effects of TV Advertising and Ad Content on Consumer Financial Decisions: Evidence from Mortgage Refinancing
    Zhenling Jiang, Donggwan Kim (2024).

Selected Work in Progress

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

Introduction to R Programming (Washington University in St Louis)   2016 Summer

Awards and Honors

V. "Seenu" Srinivasan Young Scholar Award in Quantitative Marketing, 2024

Cornell Saroj & Vithala Rao Young Scholar Award, 2024

Finalist, Frank M. Bass Outstanding Dissertation Award, 2023

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

Invited Talks

Cornell Young Scholars Research Camp, 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

Behavioral IO and Marketing Symposium, Michigan, May 2024

Boulder Conference on Consumer Financial Decision Making, May 2024

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

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