

**JIE ZHANG**

Associate Professor of Marketing & the Harvey Sanders Fellow of Retail Management  
Robert H. Smith School of Business  
University of Maryland  
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**I. EDUCATION**

Ph.D. in Marketing, Kellogg Graduate School of Management, Northwestern University,  
December 1999. (Minor: Econometrics)

M.A. in Demography and Social Statistics, The University of Chicago, June 1995.

B.S. in Demography, Renmin University, Beijing, China, July 1992.

**II. APPOINTMENTS**

2009 – Associate Professor of Marketing (with tenure),  
Robert H. Smith School of Business, University of Maryland.

2006 – 2009 Assistant Professor of Marketing,  
Robert H. Smith School of Business, University of Maryland.

1999 – 2006 Assistant Professor of Marketing,  
Stephen M. Ross School of Business, University of Michigan.

1998 Lecturer,  
Kellogg Graduate School of Management, Northwestern University.

**III. SCHOLARLY HONORS AND AWARDS**

Krowe Teaching Award, Smith School of Business, 2011.

Paul Green Award, finalist, *Journal of Marketing Research*, 2011.

Paul Green Award, finalist, *Journal of Marketing Research*, 2010.

Outstanding Reviewer Award, *Journal of Marketing*, 2010.

Winner, MSI-ACR “Shopper Marketing” Research Proposal Competition, 2010.

Harvey Sanders Faculty Fellowship, Robert H. Smith School of Business, 2008 –

Top 15% Teaching Award, Smith School, 06-07, 07-08, 08-09, 09-'10, '10-'11.

University of Maryland General Research Board Award, 2007.

Marketing Science Institute Research Grant, 2002 – 2003.

Haring Doctoral Symposium Faculty Representative, 2001.

Procter & Gamble Marketing Innovation Research Award, 1998 – 1999.

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Georgia, 1998.

## IV. RESEARCH AND TEACHING INTERESTS

### Research:

Quantitative marketing models, Internet marketing, customized promotions, retail strategies, cross-category models, online offline comparison, category management, impact of SKU reductions, visual attention to feature ads, Wal-Mart effects, loyalty programs

### Teaching:

Retail Management, Trade Marketing, Marketing Management, Marketing Research Methods, Marketing Decision Models, Internet Marketing

## V. PUBLICATIONS AND RESEARCH ACTIVITIES

### a. Articles in Refereed Journals

Zhang, Jie and Els Breugelmans (2012), “The Impact of an Item-Based Loyalty Program on Consumer Purchase Behavior,” *Journal of Marketing Research*, 49 (February), 50-65.

Ailawadi, Kusum L., Jie Zhang, Aradhna Krishna, and Michael W. Kruger (2010), “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes,” *Journal of Marketing Research*, 47 (August), 577-593 (lead article).

- Paul Green Award finalist, for the best article published in *JMR* in 2010.
- Earlier version published as a Research Report by the Marketing Science Institute, Report No. 08-122. Featured by *Insights from MSI* (Spring 2009).

Zhang, Jie, Paul W. Farris, John W. Irvin, Tarun Kushwaha, Thomas Steenburgh, and Barton A. Weitz (2010), “Crafting Integrated Multi-Channel Retailing Strategies,” *Journal of Interactive Marketing*, 24 (2), 168-180.

- Special Issue on “Marketing in a Multichannel and Multimedia Retailing Environment”, based on the invitation-only Retail Thought Leadership Conference, 2009.

Ailawadi, Kusum L., Eric T. Bradlow, Michaela Draganska, Vincent Nijs, Robert P. Rooderkerk, K. Sudhir, Kenneth C. Wilbur, and Jie Zhang (2010), “Empirical Models of Manufacturer-Retailer Interaction: A Review and Agenda for Future Research”, *Marketing Letters*, 21 (3), 273-285.

- Special Issue based on the invitation-only Erin Anderson B2B Research Conference, 2008.

Zhang, Jie, Michel Wedel, and Rik Pieters (2009), “Sales Effects of Attention to Feature Advertisements: A Bayesian Mediation Analysis,” *Journal of Marketing Research*, 46 (October), 669-681.

Zhang, Jie and Michel Wedel (2009), “The Effectiveness of Customized Promotions in Online and Offline Stores,” *Journal of Marketing Research*, 46 (April), 190-206.

- Paul Green Award finalist, for the best article published in *JMR* in 2009.
- Awarded a research grant by the Marketing Science Institute.

Zhang, Jie and Aradhna Krishna (2007), "Brand-Level Effects of Stockkeeping Unit Reductions," *Journal of Marketing Research*, 44 (November), 545-559.

- Featured by *Marketing News* (a publication of the American Marketing Association), February 1, 2008, in "10 Minutes with ... University of Maryland's Jie Zhang".
- Earlier version published as a Research Report by the Marketing Science Institute, Report No. 05-104.

Pieters, Rik, Michel Wedel, and Jie Zhang (2007), "Optimal Feature Advertising Design under Competitive Clutter," *Management Science*, 53 (11), 1815-1828.

- Featured in *Research@Smith* (May 2007, Vol. 8, No. 2) and by Maryland Public TV/Smith Close-up (aired in December 2007).

Zhang, Jie (2006), "An Integrated Choice Model Incorporating Alternative Mechanisms for Consumers' Reactions to In-Store Display and Feature Advertising," *Marketing Science*, 25 (3), 278-290.

Wedel, Michel and Jie Zhang (2004), "Analyzing Brand Competition across Subcategories," *Journal of Marketing Research*, 41 (November), 448-456.

Zhang, Jie and Lakshman Krishnamurthi (2004), "Customizing Promotions in Online Stores," *Marketing Science*, 23 (4), 561-578.

- Featured by the Promotion Marketing Association in its online journal.

#### ***Article outside marketing:***

Rudberg, Mark A., M. A. Sager, and Jie Zhang (1996), "Risk Factors for Nursing Home Use after Hospitalization for Medical Illness," *Journals of Gerontology Series A*, 51 (5), 189-194.

#### **b. Book Chapter**

Zhang, Jie (2001), "Comparing Consumer Purchase Behavior on the Internet and in Brick-and-Mortar Stores: An Overview of Recent Research," in *Internet Marketing Research: Theory and Practice*, Ook Lee, ed., Hershey, PA: Idea Group Publishing, 218-230.

#### **c. Other Refereed Publications**

Ailawadi, Kusum L., Jie Zhang, Aradhna Krishna, and Michael W. Kruger (2008), "When Wal-Mart Enters: Incumbent Reactions and Sales Outcomes," *Marketing Science Institute Reports*, 2008, Issue Four, 123-146. Report No. 08-122.

Zhang, Jie and Aradhna Krishna (2005), "Brand Level Effects of SKU Reductions," *Marketing Science Institute Reports*, 2005, Issue One, 85-109. Report No. 05-105.

**d. Manuscripts under Review**

Shi, Savannah Wei and Jie Zhang (2012), “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”, under review at *Marketing Science*.

- Winner, MSI-ACR “Shopper Marketing” Research Proposal Competition 2010.

Gao, Jing and Jie Zhang (2012), “Peeking into Online Bargain Hunting Forums: How Active Participants Affect the Silent Majority”, under review at *Information Systems Research*.

**e. Research Presentations**

*i. Invited Talks*

“Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

- Special session on “Econometric Methods in Marketing Research,” AMA Winter Marketing Educators’ Conference, February 2012.
- International Forum of Marketing Science and Applications, Zhejiang University, Hangzhou, China, July 2011.
- Special Session on “Internet and Interactive Marketing”, Marketing Science Conference, Rice University, June 2011.

“The Impact of An Item-Based Loyalty Program”

- ISMS-MSI Practice Conference, December 2011.
- Jones Graduate School of Business, Rice University, April 2011.
- The 8<sup>th</sup> China Marketing Scholar Forum, Fudan University, China, June 2010.
- Erin Anderson B2B Invitational Research Conference, The Wharton School, University of Pennsylvania, October 16-19, 2008.

“When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”

- METEOR Colloquium, Maastricht University, The Netherlands, February 2010.
- Olin Business School, Washington University in St. Louis, February 2009,
- Fisher College of Business, Ohio State University, November 2008,
- Bauer College of Business, University of Houston, July 2008.

“Brand Level Effects of SKU Reductions”

- Tuck School of Business, Dartmouth College, May 2006,
- Kelley School of Business, University of Indiana, February 2006,
- R. H. Smith School of Business, University of Maryland, December 2005,
- Tippie College of Business, University of Iowa, November 2005,
- Marshall School of Business, University of Southern California, October 2005,
- Lerner College of Business and Economics, University of Delaware, September 2005,

- School of Business, University of Wisconsin – Madison, September 2005,
- Hosmer Business School Faculty Invited Seminar Series, Ross School of Business, University of Michigan, November 2004.

“An Integrated Model of Alternative Mechanisms of In-Store Display and Feature Advertising on Brand Choice,” invited presentation at the Special Session on Promotions, The Marketing Science Conference, Erasmus University, Rotterdam, The Netherlands, June 2004.

“Assessing Cross-Category Impact from Store-Level Scanner Data,” invited presentation at the Special Session on Cross-Category Research, The Euro/INFORMS Joint Conference, Istanbul, Turkey, July 2003.

“Customizing Promotions in Online Stores and A Comparison to Brick-and-Mortar Stores,” invited presentation at the Hosmer Business School Faculty Invited Seminar Series, Ross School of Business, University of Michigan, March 2001.

“Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

- Rotman School of Management, University of Toronto, November 1998
- Ross School of Business, University of Michigan, November 1998
- Haas School of Business, University of California – Berkeley, October 1998
- Tepper School of Business, Carnegie Mellon University, October 1998
- Cox School of Business, Southern Methodist University, October 1998
- Johnson Graduate School of Management, Cornell University, September 1998
- The School of Management, University of Texas at Dallas, September 1998

## *ii. Regular Conference Presentations*

“The Impact of an Item-Based Loyalty Program,” Cheung Kong Marketing Research Forum, Cheung Kong School of Business, Beijing, June 2009.

“When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes,” The Marketing Dynamics Conference, University of Waikato, New Zealand, January 2009.

“Sales Effects of Attention to Feature Advertisements: A Bayesian Mediation Analysis,” The Marketing Science Conference, University of British Columbia, Vancouver, Canada, June 2008.

“Competitive Reaction to Wal-Mart Entry,” The Marketing Science Conference, Singapore School of Management, Singapore, June 2007.

“Optimal Feature Advertising Design under Competitive Clutter,” The Marketing Science Conference, University of Pittsburgh, Pittsburgh, Pennsylvania, June 2006.

“Brand Level Effects of SKU Reductions,” The Marketing Science Conference, Emory University, Atlanta, Georgia, June 2005.

“Examining Promotion Effectiveness in Online and Brick-and-Mortar Stores,” The Marketing Science Conference, University of Maryland, College Park, Maryland, June 2003.

“Implementing Retail Category Management: A Model of Sales and Price Setting,” The Marketing Science Conference, University of Alberta, Edmonton, Canada, June 2002.

“The Impact of SKU Reduction on Purchase Incidence, Brand Choice, and Purchase Quantity,” The Marketing Science Conference, Wiesbaden, Germany, July 2001.

“Investigating Consumers’ Adaptation Processes in Online Stores,” The Marketing Science Conference, University of California at Los Angeles, Los Angeles, CA, June 2000.

“Customizing Promotions in Online Stores,” The Marketing Science Conference, University of Syracuse, Syracuse, NY, May 1999.

“The Impact of Feature Advertising and In-Store Display on Brand Choice Price Sensitivity: A Consideration Set Formation Approach,” The Marketing Science Conference, INSEAD, Fontainebleau, France, July 1998.

### *iii. Other Presentations*

“Why Do Feature Advertising and In-store Display Affect Brand Choice?” Marketing Department Seminars, Ross School of Business, University of Michigan, March 2004.

“Customizing Promotions in Online Stores: Methodology and A Comparison to Brick-and-Mortar Stores,” Marketing Department Seminars, Ross School of Business, University of Michigan, April 2000.

## **VI. RESEARCH FUNDING**

Winner, “Shopper Marketing” Research Proposal Competition, Marketing Science Institute & Association of Consumer Research, 2010.

- Project: “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior.”

University of Maryland General Research Board Summer Research Award, 2007

- Project: “Competitive Reaction to Wal-Mart Entry.”

Marketing Science Institute Research Grant, 2002-2003

- Project: “The Effectiveness of Customized Promotions in Online and Offline Stores.”

Procter & Gamble Marketing Innovation Research Award, 1998-99

- \$10,000 stipend and research funding for my doctoral dissertation proposal in a nationwide competition.

## VII. TEACHING ACTIVITIES

### a. Courses taught in recent years

Semester	Course	Program	Enrollment	Rating (out of 5)
Fall 2010	BMGT353: "Retail Management"	UG – CP	40	4.84
			39	4.84
			37	4.72
Fall 2009	BMGT353: "Retail Management"	UG – CP	31	4.85
			33	4.86
			32	4.89
Fall 2008	BMGT353: "Retail Management"	UG – CP	40	4.89
			40	4.82
			25	4.93
Spring 2008	BMGT353: "Retail Management"	UG – CP	40	4.81
Fall 2007	BMGT353: "Retail Management"	UG – CP	38	4.58
		UG – CP	39	4.53
Spring 2007	BMGT353: "Retail Management"	UG – CP	46	4.49
Fall 2006	BMGT353: "Retail Management"	UG – CP	47	4.75
Winter 2006	MKT612: "Retail Management & Trade Marketing"	Full-time MBA	35	4.5
		Evening MBA	6	5.0
Winter 2005	MKT300: "Marketing Management"	BBA	63	5.0
		MKT612: "Retail Management & Trade Marketing"	Full-time MBA	62
Fall 2003	MKT300: "Marketing Management"	Evening MBA	23	4.7
		BBA	66	4.9
Fall 2002	MKT300: "Marketing Management"	BBA	66	4.7
		BBA	66	4.8
		BBA	68	4.8
Fall 2002	MKT300: "Marketing Management"	BBA	58	4.8
		BBA	62	4.9
		BBA	57	4.5

Note: No teaching assignment between January – December 2004.

**b. Course or Curriculum Development**

MKT612: “Retail Management and Trade Marketing” (MBA level),

- Developed the entire contents of this 14-week elective course (preparation work involved: designing syllabus; selecting reading materials; preparing course packet; writing teaching notes for all lectures, three data analysis cases and a trade negotiation case; coordinating guest speaker lectures).

BMGT353: “Retail Management” (undergraduate level),

- Completely revamped this course when I joined the Smith School of Business in August 2006. Introduced extensive case discussions, field studies, trade negotiation role-playing exercise, group projects and presentations. Prepared all elements of teaching materials from scratch, including the course packet, PowerPoint lecture notes, field study assignments, group project assignments, and exams.

**c. Other courses taught**

D50: “Marketing Research” (MBA level), Kellogg School of Management, Northwestern University, 1998.

**VIII. MENTORING AND ADVISING**

**a. Doctoral Dissertation Committees:**

Jing Gao (Marketing, University of Maryland), co-chair

- Dissertation defense: June 2011.

Savannah W. Shi (Marketing, University of Maryland), committee member/co-chair

- Dissertation defense: July 2011.

Vandana Ramachandran (Decision & Information Technologies, University of Maryland), committee member

- Dissertation defense: June 2010.

Gauri Kulkarni (Marketing, University of Maryland), committee member

- Dissertation defense: November 2009.

Ling Wang (Operations Management, University of Michigan), committee member

- Dissertation defense: April 2007.

Yuanping Ying (Marketing, University of Michigan), committee member

- Dissertation defense: June 2006.

Feray Adigüzel (Marketing and Economics, University of Groningen), co-chair

- Dissertation defense: June 2006.

**b. Other Doctoral Student Advising Activities:**

Alice Li (Marketing, University of Maryland), second-year paper committee.

James Matherly (Marketing, University of Maryland), second-year paper committee.

Jing Gao (Marketing, University of Maryland), supervisor of independent research, Fall 2007 & Spring 2008.

**c. MBA Student Independent Research Projects Supervised (at University of Michigan):**

Nanda Kishore, Winter 2006

- Project title: “International Expansion of Global Retailers”

Kailyn Tan, Fall 2004

- Project title: “Target Stores: Challenges in Discount Fashion”

**d. Undergraduate/BBA Student Independent Research Projects Supervised (at University of Maryland and University of Michigan):**

Emily Schumann, Spring 2008

- Project title: “Louis Vuitton: For the Masses or the Classes?”

Julie McDonald, Fall 2004

- Project title: “The Low-Carb Trend in the Food Industry”

Brian Lafer, Winter 2004

- Project title: “An Analysis of Professional Sports in Detroit”

Abigail Chmil, Winter 2004

- Project title: “Promotion Strategies at Just for Girls Sports”

Tina Wang, Fall 2003

- Project title: “A Business Proposal and Marketing Plan for Weight Loss Programs”

Shannon Carrion, Fall 2002

- Project title: “Rainforest Café”

Shayla Mathews, Fall 2001

- Project title: “Ralph Lauren Merchandising”

May Lim, Fall 2001

- Project title: “Habitat for Humanity – New York City”

Ada Mok, Fall 2001

- Project title: “How NGTelecom Coped With Changes in the Macro-Environment”

## **IX. REVIEWING ACTIVITIES**

### ***Editorial Review Board:***

- *Journal of Marketing*, 2007 – present.
  - Outstanding Reviewer Award, 2010.
  - Chair, MSI/Root Award and Maynard Award selection committee, 2009.
- *International Journal of Research in Marketing*, 2009 – present.

### ***Ad hoc Reviewer for:***

- *Marketing Science*,
- *Journal of Marketing Research*,
- *Management Science*,
- *Operations Research*,
- *Journal of Interactive Marketing*,
- *Journal of Consumer Psychology*,
- *Journal of Retailing*,
- *Quantitative Marketing and Economics*,
- *The RAND Journal of Economics*
- *Service Business*

### ***Conference/Competition Referee for:***

- ISMS Doctoral Dissertation Proposal Competition, 2010, 2011
- Research Grants Council (RGC) of Hong Kong, 2010, 2011.
- DMEF Shankar-Spiegel Dissertation Proposal Award, 2009
- John A. Howard Dissertation Competition, 2008
- Marketing Science Institute Alden G. Clayton Doctoral Dissertation Competition, 2006
- American Marketing Association Winter Educators’ Conference, 2006, 2012
- European Marketing Academy Conference, 2004, 2005, 2006

## **X. SERVICE**

### ***At University of Maryland:***

- Junior Promotion-and-Tenure College Review Committee, Smith School, 2011-2012.
- Research Computing Committee, Smith School, 2010 –
- Banneker/Key Scholarship Selection Committee, University of Maryland, 2010.
- Teaching Enhancement Committee, Smith School, 2009 –
- Coordinator of Career-Based Curriculum, Marketing Department, 2009 –
- “Team Undergraduate”, Marketing Department, 2010 –
- Distance Learning Task Force, Smith School, 2007.
- Coordinator of Marketing Department Seminar Series, 2007 – 2008.
- Doctoral Student Admissions Committee, Marketing Department, 2007, 2008, & 2009.

***At University of Michigan:***

- BBA Core Course Coordinator, 2000-2004.
- Organizer of the Distinguished Speaker Seminars, Marketing Department, 2003-2004.
- Organizer of the Brown Bag Seminars, Marketing Department, 2002-2003.
- Faculty Recruiting Committee, Marketing Department, 2000.

**XI. MEDIA COVERAGE/INTERVIEWS**

“Glossing over the economic gap: scrimping at the dollar store, splurging at designer ones,” *Baltimore Sun*, August 6, 2011.

“To compete, malls must offer more than merchandise,” *The Gazette*, April 22, 2011.

Featured in “Professor Spotlight”, *The Munch*, December 7, 2010  
(www.themuchonline.com)

Interviewed for “New Grocery Shopping Centers in Target Stores,” CTV-News, Prince George's County, May 20, 2010.

“Thrift Stores Profit from Hard Times: Holiday Shoppers Find Bargain Gifts,” *The Gazette*, December 18, 2009.

“Holiday Shoppers Cautious, on the Lookout for Bargains,” *The Washington Informer*, December 3, 2009.

“Penniless Students Pass on Sales,” *The Diamondback*, November 30, 2009.

“City Merchants Gear Up for Midnight Madness,” *The Annapolis Capital*, November 29, 2009.

“Black Friday Shopping Spree Doesn’t Disappoint,” ABC News.com, November 27, 2009.

“Stores Looking Hard at Crowd Control for Post-Thanksgiving Rush,” *Baltimore Sun*, November 26, 2009.

“New This Season: Lower Prices,” *The Annapolis Capital*, August 9, 2009.

“Area Shops Open 2<sup>nd</sup> Nearby Locations,” *The Annapolis Capital*, April 19, 2009.

“Homegrown Shops Feeling Forced Out in Festival at Riva,” *The Annapolis Capital*, March 1, 2009.

“Blue Christmas for Retailers,” interview with Maryland Public TV/Smith Close-up, aired on December 11, 2008.

“Doing well in bad times: Some small retailers were able to change course before holiday,” *Baltimore Sun*, December 24, 2008.

“Woodbridge Center squeezed between two retail hubs: Managers hope facade upgrades will boost business along Route 2,” *Annapolis Capital Gazette*, December 2, 2008.

“Less Costly Luxuries Big in Hard Times,” *The Washington Times*, October 29, 2008.

“General Growth eyes property sale as debt rises,” *The Baltimore Examiner*, September 22, 2008.

“Local Department Stores Feel Lack of Heat in Summer Sales,” *The Baltimore Examiner*, August 3, 2008.

“Law Allows Merchants to Pay the Sales Tax for Their Customers,” *The Daily Record*, February 14, 2008.

“10 Minutes with ... University of Maryland’s Jie Zhang,” *Marketing News*, February 1, 2008.

“The Science of Love,” *The Terp Magazine*, vol. 5, No. 2, Winter 2008.

“Are the Sunday newspaper ads really triggering you to buy more at the grocery store?” interview with Maryland Public TV/Smith Close-up, aired in December 2007.

“Merry Halloween! Christmas Shopping Now Starts Well Before Thanksgiving,” *Capital News Service*, November 23, 2007.

“Retail Strategies: Advice from An Expert,” *Animal Sheltering*, September – October 2007.

“Drool Now, Spend Later,” *Washington Post*, June 4, 2007.

“Food Fight!” *The Eldersburg Eagle*, May 30, 2007.

“Mucho Dinero: Corridor Companies Cash in on Hispanics,” *Corridor Inc.*, April 2007

“Louisiana’s Wow franchise comes to town,” *The Gazette*, March 15, 2007.

“Point and click: more consumers go online,” interview with Maryland Public TV/Smith Close-up, aired on February 8, 2007.

“Anatomy of a mall,” *The Gazette*, December 15, 2006.

“Holiday Shopping Made Easy,” *Outlook*, December 12, 2006.

“FTC warns of online shopping scams and pitfalls,” *Diamondback*, December 8, 2006.

“Software tracks users of social networking sites,” *The Daily Record*, December 4, 2006.

“Shoppers get a jump on must-have holiday gifts,” *The Gazette*, November 29, 2006.

“Col. Sanders goes for an oil change,” *Baltimore Sun*, October 31, 2006.

“Going cross-promotional: Downtown Ann Arbor merchants turn to joint marketing,” *Ann Arbor News*, April 4, 2006.

“Small retailers struggle for a niche to stay alive,” *Detroit News*, December 21, 2004.

“You want it? You got it – instantly,” *Christian Science Monitor*, October 20, 2004.