

JIE ZHANG

Professor of Marketing & the Harvey Sanders Fellow of Retail Management
Robert H. Smith School of Business
University of Maryland
3311 Van Munching Hall
College Park, MD 20742-1815
Tel: (301) 405-7899; Email: jiejie@rhsmith.umd.edu

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. EMPLOYMENTS

July 2015 – Professor of Marketing,
Robert H. Smith School of Business, University of Maryland.

Jan. – April, 2014 Visiting Associate Professor,
Business School, Hong Kong University of Science and Technology.

August 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.

III. SCHOLARLY HONORS AND AWARDS

Outstanding Area Editor Award, the *International Journal of Research in Marketing*, 2020

Distinguished Teaching Award, Smith School of Business, 2020

Named as one of “10 Best UMD Professors” by the College Magazine, 2017
(<https://www.collegemagazine.com/10-best-umd-professors-that-keep-you-on-your-toes/>)

Allen J. Krowe Award for Teaching Excellence, Smith School of Business, 2017

ADVANCE Professor, Smith School of Business, 2016-2017 academic year

Faculty Fellow, Informs ISMS Doctoral Consortium, Fudan University, China, 2016

Faculty Fellow, Informs ISMS Doctoral Consortium, Johns Hopkins University, 2015

Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, Northwestern University, 2014.

#26 on the AMA DocSIG top “Author Research Productivity in Premier AMA Journals” list (2009 – 2013), 2013

#30 on the AMA DocSIG top “Author Research Productivity in Premier AMA Journals” list (2008 – 2012), 2012

Allen J. Krowe Award for Teaching Excellence, 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 Professorship, Smith School of Business, 2008 – present

Top 15% Teaching Award, Smith School of Business, every year in 2007 – 2014.

University of Maryland General Research Board Award, 2007.

Marketing Science Institute Research Grant, 2002 – 2003.

Haring Doctoral Symposium Faculty Representative, Indiana University, 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, online purchase behavior, loyalty programs, mobile marketing

Teaching:

Advance Marketing Analytics Models, Retail Analytics, Retail Management, Marketing Research, Internet Marketing, Shopper Marketing

V. PUBLICATIONS AND RESEARCH ACTIVITIES

a. Articles in Refereed Journals

Wedel, Michel, Enrique Bigné, and Jie Zhang (2020), “Virtual and Augmented Reality: Advancing Research in Consumer Marketing,” *International Journal of Research in Marketing*, forthcoming. (published online on June 16, <https://doi.org/10.1016/j.ijresmar.2020.04.004>)

Wedel, Michel, Jie Zhang, and Fred Feinberg (2015), “Implementing Retail Category Management: A Model-Based Approach to Setting Optimal Markups,” *Customer Needs and Solutions*, 2 (2), p.165-176.

Breugelmans, Els, Tammo H.A. Bijmolt, Jie Zhang, Leonardo J. Basso, Matilda Dorotic, Praveen Kopalle, Alec Minnema, Willem Jan Mijnlief, and Nancy V. Wunderlich (2015), “Advancing Research on Loyalty Programs: A Future Research Agenda,” *Marketing Letters*, 26 (2), p.127-139.

- Special issue based on the invitation-only 9th Triennial Choice Symposium (served as a co-chair of the workshop of the same title).

Shi, Savannah Wei and Jie Zhang (2014), “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior,” *Marketing Science*, 33 (6), p.871-882.

- Winner, MSI-ACR “Shopper Marketing” Research Proposal Competition 2010.
- Earlier version published as a research report by the Marketing Science Institute, Report No. 12-102.

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.
- 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 Publications

Shi, Savannah Wei and Jie Zhang (2012), “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior,” *MSI Report No. 12-102*.

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 and Working Papers

Lee, Seoungwoo, Jie Zhang, and Michel Wedel (2020), “The Dynamics of Mobile App Versioning Decisions,” under third review at the *Journal of Marketing*.

Kim, Min and Jie Zhang (2019), “Strategic Merchant Competitions on a Retail Deal Platform: Implications for Platform Policies and Management,” revising for resubmission to *Management Science*.

Lee, Seoungwoo, Jie Zhang, and Michel Wedel (2020), “Mobile App Upgrading Decisions Across Versions” under review at the *Journal of Marketing Research*.

Stakhovych, Stanislav, Jie Zhang, and Michel Wedel “A Multi-Session Perspective on Online Shopping and Shopping Cart Management,” revising for resubmission to the *Journal of Marketing Research*.

Kim, Min and Jie Zhang (2020), “Discovering Online Shopping Preference Structures in Large and Frequently-Changing Assortments,” invited for second review at the *Journal of Marketing Research*.

- Honorable Mention of the 2019 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
- 2020 American Statistical Association Doctoral Research Award

Bruegelmans, Els, Jie Zhang, and Seoungwoo Lee (2020), “When Cents-off Discounts Are Replaced by Reward Point Promotions: A Cross-Category Analysis of Consumer Reactions,” to be submitted to the *Journal of Marketing*.

Romero, Jaime, Jie Zhang, Ralf van der Lans, and Mark Hess (2020), “Are Groupon Customers Worthwhile? Customer Acquisition via Daily Deals and a Comparison with Alternative Acquisition Channels,” to be submitted to the *Journal of Marketing*.

e. **Research Presentations**

i. Invited Talks

Marketing Seminar, Johnson College of Business, Cornell University, February 28, 2020.

Invited Speaker and Panelist, Marketing Analytics Symposium – Sydney (MASS), University of New South Wales, Sydney, Australia, February 3, 2020.

Keynote Speaker, Inaugural Xi'an Marketing Research Symposium (X'MaRS), Xi'an Jiaotong University, China, April 16, 2019.

Journal of Marketing and Tsinghua University Research Symposium, Tsinghua University, Beijing, China, April 7, 2019.

Marketing Department Research Seminar, Cox School of Business, Southern Methodist University, March 23, 2018.

Marketing Research Seminar, Sun Yat-Sen Business School, Sun Yat-Sen University, Guangzhou, China, January 10, 2018.

Ramón Areces Foundation Marketing Seminar, IE Business School, Madrid, Spain, May 23, 2017. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Marketing Research Seminar, University of Valencia, Valencia, Spain, May 21, 2017. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Keynote speaker, Ramón Areces Foundation Marketing Conference, University of Oviedo, Oviedo, Spain, May 18, 2017. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Marketing Research Seminar, Hong Kong Baptist University, January 18, 2017. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Informa ISMS Doctoral Consortium, Fudan University, Shanghai, China, June 15, 2016. “Online/Offline Channels & Multi-channel Retailing: An Empirical Modeling Perspective” (scheduled).

“Study Days” research camp, Vienna University of Business and Economics, Vienna, Austria, May 31, 2016. “Investigating Online Shopping Behavior across Multiple Sessions: Implications for Shopping Cart Abandonment”

“A Global Research Community” special session at the European Marketing Academy Conference (EMAC), BI Norwegian Business School, Oslo, Norway, May 26, 2016. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

“Marketing Science Meets Practice” workshop, Norwegian Marketing Research Association, Oslo, Norway, May 24, 2016. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

iSIG Center Research Camp, Fudan University, Shanghai, China, July 9, 2015. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

“Digital Marketing” Workshop, Data Science Lab, Kansai University, Osaka, Japan, July 4, 2015. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

“Digital Marketing” Workshop, Kansai University Tokyo Center, Tokyo, Japan, June 30, 2015. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Informa ISMS Doctoral Consortium, Johns Hopkins University, June 17, 2015. “Online Offline Channels and Multichannel Retailing: An Empirical Modeling Perspective”

Marketing Department Research Colloquia, University of Texas at San Antonio, March 6, 2015. “How Bad Is Shopping Cart Abandonment? An Investigation across Multiple Shopping Sessions”

Featured speaker, Ramón Areces Foundation International Workshop on Commercial Distribution Research, University of Oviedo, Oviedo, Spain, May 30, 2014. “Retailing and Purchase Behavior in the Internet Shopping Environment”

Featured speaker, KUMPEM Forum Retail Conference, Koc University, Istanbul, Turkey, May 15, 2014. “Customized Promotions in the Digital Age”

School of Management, Koç University, Istanbul, Turkey, May 16, 2014. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

The Research School of Management, Australian National University, Canberra, Australia, March 27, 2014. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Faculty of Business and Economics, Monash University, Melbourne, Australia, March 24, 2014. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

College of Management, National Taiwan University, Taipei, Taiwan, March 7, 2014. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Guest speaker, the “Electronic Commerce” course, College of Management, National Taiwan University, Taipei, Taiwan, March 6, 2014. “Retailing in the Digital Age”

HKUST Business School, Hong Kong University of Science and Technology, Hong Kong, February 12, 2014. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Interdisciplinary Research Summit, Fudan University, Shanghai, China, July 31, 2013. “Recent Research on Retailing in the Digital Age”

Keynote presentation, The Johan Arndt Marketing Conference, Oslo School of Management, Oslo, Norway, May 30, 2013. “Retailing in the Digital Age”

BI Norwegian Business School, Oslo, Norway, May 28, 2013. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Kenan-Flagler Business School, University of North Carolina - Chapel Hill, April 26, 2013. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Tilburg X-mas Research Camp, Tilburg University, The Netherlands, December 20, 2012. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Panelist, special session on “Econometric Methods in Marketing Research,” AMA Winter Marketing Educators’ Conference, February 19, 2012.

Featured speaker, International Forum of Marketing Science and Applications, School of Management, Zhejiang University, Hangzhou, China, July 12, 2011. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

Special Session on “Internet and Interactive Marketing”, Marketing Science Conference, Rice University, June 2011. “Usage Experience with Decision Aids and Evolution of Online Purchase Behavior”

ISMS-Marketing Science Institute Practice Prize Conference, Washington, D.C., December 10, 2011. “The Impact of an Item-Based Loyalty Program”

Jones Graduate School of Business, Rice University, April 2011. “The Impact of an Item-Based Loyalty Program”

Featured speaker, The 8th China Marketing Scholar Forum, Fudan University, China, June 2010. “The Impact of an Item-Based Loyalty Program”

Erin Anderson B2B Invitational Research Conference, The Wharton School, University of Pennsylvania, October 16-19, 2008. “The Impact of an Item-Based Loyalty Program”

METEOR Colloquium, Maastricht University, The Netherlands, February 2010. “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”

Olin Business School, Washington University in St. Louis, February 2009. “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”

Fisher College of Business, Ohio State University, November 2008. “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”

Bauer College of Business, University of Houston, July 2008. “When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes”

Tuck School of Business, Dartmouth College, May 2006. “Brand-Level Effects of Stock-keeping Unit Reductions”

Kelley School of Business, University of Indiana, February 2006. “Brand-Level Effects of Stock-keeping Unit Reductions”

Smith School of Business, University of Maryland, December 2005. “Brand-Level Effects of Stock-keeping Unit Reductions”

Tippie College of Business, University of Iowa, November 2005. “Brand-Level Effects of Stock-keeping Unit Reductions”

Marshall School of Business, University of Southern California, October 2005. “Brand-Level Effects of Stock-keeping Unit Reductions”

Lerner College of Business and Economics, University of Delaware, September 2005. “Brand-Level Effects of Stock-keeping Unit Reductions”

School of Business, University of Wisconsin – Madison, September 2005. “Brand-Level Effects of Stock-keeping Unit Reductions”

Hosmer Business School Invited Faculty Seminar Series, Ross School of Business, University of Michigan, November 2004. “Brand Level Effects of Stock-keeping Unit Reductions”

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

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

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

Rotman School of Management, University of Toronto, November 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Ross School of Business, University of Michigan, November 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Haas School of Business, University of California – Berkeley, October 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Tepper School of Business, Carnegie Mellon University, October 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Cox School of Business, Southern Methodist University, October 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Johnson Graduate School of Management, Cornell University, September 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

Jindal School of Management, University of Texas at Dallas, September 1998. “Investigating Dynamic Brand Choice Processes: A Comparison of Online and Store Shopping Environments”

ii. Regular Conference Presentations

“Are Groupon Customers Worthwhile? Customer Acquisition via Daily Deals and A Comparison with Alternative Acquisition Channels,” The Marketing Science Conference, Roma Tre University, Rome, Italy, June 2019.

“Customer Acquisition via Daily Deal Promotions,” the 4th Management Workshop, University of Chile, Chile, January 2019.

“When Cents-Off Discounts Are Replaced by Reward Point Promotions: A Cross-Category Analysis of Consumer Reactions,” The Marketing Science Conference, Johns Hopkins University, Baltimore, June 2015.

“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 GRANTS

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

- A nationwide doctoral dissertation proposal competition.

VII. TEACHING ACTIVITIES

a. Course/Curriculum Developments

BUMK758M: “Retail Analytics”, MS in Marketing Analytics Program, Smith School of Business, University of Maryland

- Developed this seven-week course for the MS in Marketing Analytics Program from scratch.

BMGT858M: “Ph.D. Seminar in Mobile Marketing”, Ph.D. level, Smith School of Business, University of Maryland

- Developed this seven-week customized course for quantitative marketing Ph.D. students, which is centered around methodological skills needed for advancing their research on mobile marketing.

BUMK706: “Marketing Analysis” (Advance Marketing Decision Models), MBA level, Smith School of Business, University of Maryland.

- Introduced SAS as the main statistical software; improved lecture slides, lecture notes, case assignments, and other class materials.

MKT612: “Retail Management and Trade Marketing”, MBA level, Ross School of Business, University of Michigan

- Developed this 14-week elective course from scratch (designed the syllabus; developed the course packet, lecture slides and teaching notes, data analysis assignments; wrote a trade negotiation case; organized guest speaker lectures).

BMGT353: “Retail Management”, undergraduate level, Smith School of Business, University of Maryland

- 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 the course packet, PowerPoint lecture slides, field study assignments, group project assignments, and exams.)

b. Courses Taught

Ph.D. Level

- BMGT858M: “Ph.D. Seminar in Mobile Marketing”, Smith School of Business, University of Maryland

MBA Level (full-time and part-time)

- BUMK706: “Marketing Analysis” (Advance Marketing Analytics Models), Smith School of Business, University of Maryland
- BUSI778F: “MBA International Consulting Project”, Smith School of Business, University of Maryland
- MKT612: “Retail Management & Trade Marketing”, Ross School of Business, University of Michigan
- D50: “Marketing Research”, Kellogg School of Management, Northwestern University

MS Level

- BUMK758M: “Retail Analytics” (Advance Marketing Analytics Models), Smith School of Business, University of Maryland

Undergraduate/BBA Level

- BMGT353: “Retail Management”, Smith School of Business, University of Maryland
- MKT300: “Marketing Management”, Ross School of Business, University of Michigan

VIII. MENTORING AND ADVISING

a. Doctoral Dissertation Committees:

Min Kim (Marketing, University of Maryland), chair

- Dissertation defense: April 2020 (expected)
- First placement: Assistant Professor, School of Management, National University of Singapore
- Dissertation proposal has won an Honorable Mention in the 2019 Marketing Science Institute Alden G. Clayton Doctoral Dissertation Proposal Competition

Natalie Groom, (School of Music, University of Maryland), Committee member

- Dissertation defense: February 2020 (expected)

Jun Zhang (Agri&Res Economics, University of Maryland), Committee member

- Dissertation defense: March 2019

Xuezhao Tao (Economics, University of Maryland), Committee member

- Dissertation defense: April 2018

Seoungwoo Lee (Marketing, University of Maryland), chair

- Dissertation defense: May 2016
- First placement: Assistant Professor, Freeman School of Business, Tulane University
- Dissertation proposal has won the INFORMS ISMS Dissertation Proposal Competition Award, Shankar-Spiegel Best Dissertation Proposal Award, and runner-up of the WITS Dissertation Proposal Competition

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

- Dissertation defense: June 2011.
- First placement: Associate Professor, Southwest Finance and Econ. University, China

Savannah W. Shi (Marketing, University of Maryland), committee member & co-advisor

- Dissertation defense: July 2011.
- First placement: Assistant Professor, Santa Clara University

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:

Min Kim (Marketing, University of Maryland), chair, second-year paper committee.

Seoungwoo Lee (Marketing, University of Maryland), chair, second-year paper committee.

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

Associate Editor:

- *Journal of Marketing*, 2019 – present
- *International Journal of Research in Marketing*, 2018 – present
- *Customer Needs and Solutions*, 2013 – present

Editorial Review Board Member:

- *Journal of Marketing Research*, 2019 – present
- *Journal of Marketing*, 2007 – 2018
 - Outstanding Reviewer Award, *Journal of Marketing*, 2010.
 - Chair, MSI/Root Award and Maynard Award selection committee, *Journal of Marketing*, 2009.
- *International Journal of Research in Marketing*, 2009 – 2018

Ad hoc Reviewer for:

- *Marketing Science*,
- *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*
- *Sloan Management Review*

Conference/Competition Referee for:

- National Brand & Private Label Conference, Spain, 2020
- MSI Alden G. Clayton Doctoral Dissertation Competition, 2019
- MSI Alden G. Clayton Dissertation Proposal Competition, 2018
- The Research Foundation Flanders, 2017
- European Marketing Academy Conference, 2016
- European Marketing Academy Conference, 2015
- EMAC McKinsey Marketing Dissertation Award, 2015
- 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, 2015

X. SERVICES

External Professional Services:

- Panelist & Moderator, *Journal of Marketing* Research Development workshop, Tsinghua University, Beijing, China, April 6-7, 2019.
- Panelist & Moderator, *Journal of Marketing* Research Development workshop, Hong Kong PolyTech University, Hong Kong, China, April 3-4, 2019.
- Invited panelist, ISMS Women's Luncheon, the Marketing Science Conference, Fudan University, Shanghai, June 17, 2016.
- Track Chair, the Retailing, 2016 European Marketing Academy Conference (EMAC), BI Norwegian School of Management, Oslo, Norway, May 2016.
- Moderator & panelist, Special Session on "How to Plan an International Academic Visit," 2014 American Marketing Association Summer Educators Conference, San Francisco, August 2014.
- Track Co-chair, the "Retailing and Pricing" track, 2014 American Marketing Association Summer Educators Conference, San Francisco, August 2014.
- Track Chair, the "Retailing, Channels, and Logistics Management" track, 2014 European Marketing Academy Conference (EMAC), University of Valencia, Valencia, Spain, June 2014.
- Panelist, the "Career Management" session, AMA-Sheth Foundation Doctoral Consortium, Northwestern University, June 2014.
- Program Committee member, "Advances in National Brands & Private Labels in Retailing" International Symposium, Open University of Catalonia, Barcelona, Spain, June 2014.
- Co-chair, workshop on "Advancing Research on Loyalty Programs: A Future Research Agenda," the invitation-only 9th Triennial Choice Symposium, Noordwijk, the Netherlands, June 2013.

At University of Maryland:

- Chair, Undergraduate Oversight Committee, Smith School of Business, 2018 – present
- Faculty Council, Smith School of Business, 2018 – present
- Clinical Faculty AEP Committee, Smith School of Business, 2018 – present
- Post-Tenure Review Committee, Smith School of Business, 2020
- Senior P&T College Review Committee, Smith School of Business, 2019
- Post-Tenure Review Committee, Smith School of Business, 2019
- Senior P&T College Review Committee, Smith School of Business, 2018
- Krowe and Legg Mason Teaching Awards selection committee, Smith School of Business, 2018
- Junior P&T College Review Committee, Smith School of Business, 2017
- MS Program Oversight Committee, Smith School of Business, Fall 2017

- Senior P&T College Review Committee, Smith School of Business, 2017
- Chair, Clinical Faculty Hiring Committee, Marketing Department, 2017
- ADVANCE Professor, Smith School of Business, 2016-2017 academic year
- Junior Faculty Merit Review Committee, Marketing Department, 2017.
- Senior P&T College Review Committee, Smith School of Business, 2016.
- Krowe, Legg Mason, and CIBER Teaching Awards selection committee, Smith School of Business, 2016
- Salary Review Committee, Smith School of Business, 2015.
- Ph.D. Student Admissions Committee, Marketing Department, 2015.
- Ph.D. Program Oversight Committee, Smith School of Business, 2014 – present.
- Faculty Recruiting Committee, Marketing Department, 2014.
- Chair, Research Computing Committee, Smith School of Business, 2010 – 2013.
- Faculty advisor, Smith Asian MS Students Association (AscendNAAMBA&MS), 2013 – present.
- Junior P&T College Review Committee, Smith School of Business, 2013.
- Krowe Teaching Award Selection Committee, Smith School of Business, 2013.
- Junior Faculty Merit Review Committee, Marketing Department, 2013.
- Doctoral Student AMA Consortium Representative Selection Committee, Marketing Department, 2013.
- Chair, Faculty Recruiting Committee, Marketing Department, 2012.
- Junior Promotion-and-Tenure College Review Committee, Smith School, 2011-2012.
- Bancker/Key Scholarship Selection Committee, University of Maryland, 2010.
- Teaching Enhancement Committee, Smith School of Business, 2009 – 2012.
- Coordinator of Career-Based Curriculum, Marketing Department, 2009 – present.
- “Team Undergraduate”, Marketing Department, 2010 – present.
- Ph.D. Student Admissions Committee, Marketing Department, 2009.
- Ph.D. Student Admissions Committee, Marketing Department, 2008.
- Coordinator of Marketing Department Seminar Series, 2007 – 2008.
- Distance Learning Task Force, Smith School of Business, 2007.
- Ph.D. Student Admissions Committee, Marketing Department, 2007.

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

“UMD professors pan IHOP’s name change to IHOb,” *The Maryland Daily Record*, June 15, 2018.

“IHOb as Marketing Ploy,” *Modern Restaurant Management*, Mid-June 2018 Issue.

“Worn Out' Shoemakers Still Have a Chance to Heal,” *TheStreet.com*, May 27, 2018.

“Makeover Positions Saks To Differentiate, Better Compete,” *ValueWalk.com*, May 22, 2018.

“Do’s and Don’ts When Using Shopping Apps,” *New York Times*, February 8, 2018 (also published, via the Associated Press, by *Time*, *U.S. News and World Report*, the *Charlotte Observer*, and others).

Named as one of the 10 top University of Maryland professors, in “10 Best UMD Professors That Keep You on Your Toes,” the *College Magazine*, December 29, 2017. (<https://www.collegemagazine.com/10-best-umd-professors-that-keep-you-on-your-toes/>)

“National Retailers Step Up the Space of Store Closures,” *Baltimore Sun*, March 3, 2017.

“2015’s Best & Worst Retailers for Cyber Week,” *WalletHub.com*, November 30, 2015.

Data Driven Shopper Marketing, the Path to Purchase Institute, 2014.

“Drought effects on retailers and consumers,” interview with Maryland Public TV/Smith Close-up, aired on September 6, 2012.

“Predicting Price Increases from the Drought,” *Supermarket News/Blogs/Refresh*, August 2012 (<http://supermarketnews.com/blog/predicting-price-increases-drought>).

“Masters of the Heart,” *Between the Columns*, February 2012.

“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 2nd 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.