

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 (2021). Accepted at *Marketing Science*.
2. An Empirical Bargaining Model with Left-digit Bias: A Study on Auto Loan Monthly Payments. (2020)
Jiang, Zhenling. Forthcoming at *Management Science*.
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). Major revision at *Marketing Science*.
7. Estimating Parameters of Structural Models Using Neural Networks.
Yanhao Wei, Zhenling Jiang (2020). Reject and resubmit 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. Effectiveness of TV Advertising in the Mortgage Market.
with Donggwan Kim

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

Virtual Quant Marketing Seminar (scheduled)	Nov 2021
Temple (scheduled)	Oct 2021
UTD	Apr 2021
Northwestern Kellogg	Mar 2021
UCLA	Mar 2021
15th Annual Bass FORMS Conference (discussant)	Feb 2021
Quantitative Marketing and Economics	Oct 2020
Behavioral IO and Marketing Symposium, Michigan (canceled)	Aug 2020
Yale Customer Insights Conference (postponed)	July 2020
Marketing Science Conference	Jun 2020

Clemson University Research Symposium	Jan 2020
Behavioral IO and Marketing Symposium, Michigan (discussant)	May 2019
Federal Reserve Bank of Philadelphia	Mar 2019
Cheung Kong Graduate School of Business	Nov 2018
University College London	Nov 2018
Hong Kong University of Science and Technology	Oct 2018
Peking University	Oct 2018
University of Florida	Oct 2018
University of Pennsylvania	Oct 2018
University of Washington	Sep 2018
Boston College	Sep 2018
Georgia State University	Sep 2018
Marketing Dynamics Conference, SMU	July 2018
Boulder Summer Conference on Consumer Financial Decision Making (poster presentation)	May 2018
Behavioral IO and Marketing Symposium, Michigan	May 2018
Saint Louis University	March 2018
Marketing Dynamics Conference, HKUST	August 2017
Marketing Science Conference, USC	June 2017
Marketing Science Conference, Fudan University	June 2016

Industry Experience

Bose Corporation	2008 – 2013
<i>Consumer Research Specialist, Home Entertainment Product Marketing</i>	
Equifax Inc.	2016 – present
<i>Academic research</i>	

Academic Awards and Honors

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

Zhenling Jiang

Excellent Student Scholarship, Nankai University, 2002–2006

Professional Services

Editorial Review Board: Marketing Science (starting 2022 Jan –)

Ad hoc reviewer: Management Science, Journal of Marketing Research

Wharton marketing Ph.D. committee, 2020, 2021