

September 2019

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Professor of Marketing
Olin Business School

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Professional Experience:

October 2016 – present	Professor of Marketing (tenured) Olin Business School Washington University in St. Louis
July 2007 – 2016	Associate Professor of Marketing (tenured) Olin Business School Washington University in St. Louis
July 2001 – June 2007	Assistant Professor of Marketing Olin Business School Washington University in St. Louis

Educational Background:

Ph.D., Yale University, December 2001
M. Phil., Yale University, May 1999
M. A., Yale University, May 1998
Master in Economics, University of Hong Kong, May 1994
Bachelor in Economics, University of Hong Kong, May 1992

Research Interests:

Marketing: Consumer Choice and Information Search, Firm Competition, Sales Force Management
Economics: Empirical I.O., Applied Microeconomics, Health Care

Fellowships, Honors and Awards:

Yale University Fellowship, 1996-2000
Yale Dissertation Fellowship, Spring 2001

Teaching Experience:

“Marketing Management” (MBA core), Washington University in St. Louis, 2018 - 2019
“Empirical Methods in Business” (PhD), Washington University in St. Louis, 2008 - 2019
“Empirical Models in Marketing” (PhD), Washington University in St. Louis, 2007 – 2010
“Marketing Strategy” (MBA/PMBA), Washington University in St. Louis, 2010 – 2015, 2017-2018
“Marketing Research” (MBA/PMBA), Washington University in St. Louis, 2006 – 2009

“Data Analysis for Brand Management” (MBA), Washington University in St. Louis, 2006 – 2013, 2016-2017
 “Analytics Driven Brand Management” (MBA), Washington University in St. Louis, 2016-2017
 “Database Marketing” (MBA/PMBA), Washington University in St. Louis, 2006 – 2014
 “Marketing Research” (Undergrad.), Washington University in St. Louis, 2004 - 2007
 “Marketing Strategy” (Undergrad.), Washington University in St. Louis, 2004 – 2006
 “Principles of Marketing” (Undergrad.), Washington University in St. Louis, 2002 – 2004
 Teaching Fellow, Graduate Microeconomic Theory, Yale, Fall 2000
 Teaching Assistant, Introductory Microeconomics, Yale, Spring 2000
 Teaching Assistant, Mathematical Economics I, Yale, Fall 1999
 Teaching Assistant, Introductory Microeconomics, Yale, Spring 1999
 Teaching Assistant, Mathematical Economics II, Yale, Fall 1998
 Lecturer, Microeconomics, Open University in Hong Kong, 1994-96
 Lecturer, China Politics, Shuyan College, Hong Kong, 1993-95

Research:

A. Published and Accepted Papers

1. “The Influence of Peers in Worker Misconduct: Evidence from Restaurant Theft,” (co-authored with Yijun Chen, Lamar Pierce and Dan Snow.) Forthcoming at *Manufacturing and Service Operations Management*.
2. “A Salesforce-Driven Model of Consumer Choice,” (co-authored with Bicheng Yang and Raphael Thomadsen.) Forthcoming at *Marketing Science*.
3. “Information Asymmetry, Manufacturer-Retailer Contracts, and Two-Sided Entry” (co-authored with Alvin Murphy and Li Wang.) *International Economic Review*, Vol 59, Issue 4, November 2018, pp. 2163-2191.
4. “Advertising and Price Competition in a Manufacturer-Retailer Channel,” (co-authored with Yeujun Yoon and Chakravarthi Narasimhan.) *International Journal of Research in Marketing*, Volume 34, Issue 3, September 2017, Pages 694-716.
5. “Behavioral Price Discrimination in the Presence of Switching Costs,” (co-authored with Koray Cosguner and P.B. (Seethu) Seetharaman.) *Marketing Science*, Volume 36, Issue 3, 2018, pp. 426-435.
6. “Price Search and Periodic Price Discounts” (co-authored with Xing Zhang and Ying Xie.) *Management Science*, Volume 64, Issue 2, February 2018, pp. 495-510.
7. “Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs,” (co-authored with Koray Cosguner and P.B. (Seethu) Seetharaman.) *Management Science*, Vol. 64, No. 3, March 2018, pp. 1212–1229.
8. “What Happens When Manufacturers Perform the Retailing Functions?” (co-authored with Jia Li and Michael Lewis.) *Production and Operations Management*, Vol. 25, No. 8, August 2016, pp. 1391–1403.
9. “Health, Risky Behavior and the Value of Medical Innovation for Infectious Disease” (with Barton Hamilton and Nick Papageorge.) *Review of Economic Studies*, Volume 83, Issue 4, 1 October 2016, pp. 1465–1510.

10. "The Technological Conundrum: How Rapidly Advancing Technology can lead to Commoditization," (co-authored with Ravi Dhar and William Putsis.) *Customer Needs and Solutions*, June 2015, Volume 2, Issue 2, pp 119–132.
11. "The Economic Value of Online Reviews" (co-authored with Hai Che, Chunhua Wu and Xianghua Lu.) *Marketing Science*, 2015, Vol. 34, No. 5, 2015, pp. 739 - 754.
12. "Consumer Search Activities and the Value of Ad Positions in Sponsored Search Advertising" (co-authored with Young-Hoon Park.) *Marketing Science*, July-August 2015, Vol. 34, No. 4.
13. "Learning from Peers: Knowledge Transfer and Sales Force Productivity Growth," (co-authored with Jia Li and Lamar Pierce.) *Marketing Science*, March 2014, Vol. 33, Issue 4 (lead article).
14. "Compensation and Peer Effects in Competing Sales Teams," (co-authored with Jia Li and Lamar Pierce.) *Management Science*, March 2014, Vol. 60, Issue 8.
15. "Price Expectations and Purchase Decisions: Evidence from an Online Store Experiment," (co-authored with Sudipt Roy and Amar Cheema.) *Customer Needs and Solutions*, June 2014, Volume 1, Issue 2.
16. "Treatment Effectiveness and Side-effects: A Model of Physician Learning" (co-authored with Chakravarthi Narasimhan and Ying Xie.) *Management Science*, 2012.
17. "Evaluating the Impact of Treatment Effectiveness and Side Effects on Prescription Drug Choices," (co-authored with Chakravarthi Narasimhan and Ying Xie.) Chapter in *Pharmaceutical Marketing Handbook* (edited by Ding, Eliashberg and Stremersch), Springer.
18. "Measuring the Lifetime Value of Customers Acquired from Google Search Advertising" (co-authored with Chunhua Wu and Ying Xie.) *Marketing Science*, Vol. 30, No. 5, 2011.
19. "Structural Models of Pricing" (co-authored with Vrinda Kadiyali and Ping Xiao.) *Handbook of Pricing* (edited by Vithala Rao).
20. "Decomposing Purchase Elasticity with A Dynamic Structural Model of Flexible Consumption" (co-authored with Chakravarthi Narasimhan and Qin Zhang.) *Journal of Marketing Research*, August 2008, Vol. XLV, No. 4.
21. "An Econometric Model of Location and Pricing in the Gasoline Market" (co-authored with V. Padmanabhan and P.B. Seetharaman.) *Journal of Marketing Research*, November 2007, Vol. XLIV, No. 4.
22. "Strategic Management of R&D Pipelines with Cospecialized Investments and Technology Markets" (co-authored with Jack Nickerson and Hideo Owan.) *Management Science*, April 2007, 53: 667-682.
23. "Willingness to Pay and Competition in Online Auctions" (co-authored with Vrinda Kadiyali and Young-Hoon Park.) *Journal of Marketing Research*, May 2007, Vol. XLIV, No.2.
24. "Learning, Private Information and the Economic Evaluation of Randomized Experiments" (co-authored with Barton H. Hamilton.) *Journal of Political Economy*, December 2006, lead article.
25. "Commentary on 'Structural Modeling in Marketing'" *Marketing Science*, December 2006, Vol. 25, No. 6.

26. “Estimating a Continuous Hedonic-Choice Model with an Application to Demand for Soft Drinks” *RAND Journal of Economics*, Vol. 37, No. 2, Summer 2006.
27. “Models of Multiple-Category Choice Behavior” (co-authored with P.B. Seetharaman, Siddhartha Chib, Andrew Ainslie, Peter Boatwright, Sachin Gupta, Nitin Mehta, Vithala Rao and Andrei Strijnev.) *Marketing Letters*, 16:3/4 2005.

B. Papers under Review

1. “Consumer Search and Purchase: An Empirical Investigation of the Search-Based Retargeting Policy,” (co-authored with Zhenling Jiang and Hai Che.)
2. “Customer Migration from Online Retail Platforms” (co-authored with Fan Zhang, Shuyu Zhang, and Qin Zhang.)
3. “Ranking as an Imperfect Signal in Sponsored Search Advertising and Its Empirical Implications,” (co-authored with Taylor Bentley, Koray Cosguner, and Young-Hoon Park.)
4. “How Does Bonus Payment Affect the Demand for Auto Loans and Their Delinquency?” (co-authored with Zhenling Jiang and Dennis J. Zhang.)
5. “Collaborate to Compete: An Empirical Matching Game under Incomplete Information in Rank-Order Tournaments,” (co-authored with Yijun Chen and Chunhua Wu.)
6. “The Pursuit of Leadership in a Multiplayer Online Role-Playing Game and its Effect on Player Spending,” (co-authored with Peng Liu and Hai Che.)
7. “Direct and Indirect Reciprocity in Team Conflict: Relational Aspects of Vicarious Retribution in Major League Baseball,” (co-authored with William P. Bottom and Xing Zhang.)

C. Working Papers

1. “Additive Digital Content Consumption and Strategic Self-Control: An Empirical Study,” (co-authored with Shuo Zhang and Xueming Luo.)
2. “Information Asymmetry and Strategic Early Bidding in Peer-to-Peer Lending,” (co-authored with Kai Lu and Zaiyan Wei.)
3. “A Structural Model of Multi-Attribute Information Consumption: An Application to Search Advertising,” (co-authored with Jialie Chen and Young-Hoon Park.)
4. “Digital Verification and Inclusive Access to Credit: Evidence from Equifax,” (co-authored with Zhenling Jiang, Xiang Hui, and Naser Hamdi.)
5. “Trial and Adoption: Understanding Demand Drivers for New Products in a Mature, Non-Durable Category,” (co-authored with Shuo Zhang, Sonja Radas, and Seethu Seetharaman.)
6. “How Does Search Advertising Work? A Model of Consumer Search in Sponsored and Organic Links,” (co-authored with Taylor Bentley and Young-Hoon Park.)

7. “Incentives from Compensation and Career Movements on Work Performance: Evidence from a Reform of Personnel Policies,” (co-authored with Bicheng Yang, Hideo Owan, and Tsuyoshi Tsuru.)
8. “Using Expectations Data to Infer Managerial Objectives and Choices” (co-authored with Barton H. Hamilton and Chris Makler.)

D. Projects in Progress

1. *Competition and Quality Provision: Evidence from a Large Digital Platform* (with Meng Liu and Xiang Hui.)

E. Seminar Presentations (from 2015)

1. Invited to present at Goizueta Business School at Emory University, 2015.
2. Invited to present at the SOM, Yale University, 2015.
3. Invited to present at the Marketing Camp at the Carlson School, University of Minnesota, 2015.
4. Invited to be a discussant at the Yale MIO Conference, 2015.
5. Invited to present at the South Methodist University, 2015.
6. Invited to present at the 2015 Yale Customer Insights Conference.
7. Invited to present at the ISMS Doctoral Consortium, 2015.
8. Invited to present at the 2015 China-India Insights Conference, New York.
9. Invited to present at Johns Hopkins University, 2015.
10. Invited to present at Temple University, 2015.
11. Invited to present at Tepper School of Business, Carnegie Mellon University, 2016.
12. Invited to present at the Medical School, Washington University in St. Louis, 2016.
13. Invited to be a discussant at the SICS conference at University of California, Berkeley, 2016.
14. Invited to present at Wisconsin School of Business, University of Wisconsin-Madison, 2016.
15. Invited to present at AMA Doctoral Consortium, 2017.
16. Invited to be a discussant at the SICS conference at University of California, Berkeley, 2017.
17. Invited to present at Quantitative Methods Workshop, Washington University in St. Louis, 2017.
18. Invited to present at the School of Business, Hong Kong University of Science and Technology, December 2017.
19. Invited to present at the School of Business, Chinese University of Hong Kong, December 2017.
20. Invited to present at Desautels Faculty of Management, McGill University, March 2018.
21. Invited to present at AMA Doctoral Consortium, 2018.

22. Invited to present at The Yale Customer Insights Conference 2019.
23. Invited to present at the 11th Triennial Invitational Choice Symposium, 2019.
24. Invited to be a discussant at the SICS Conference at University of California, Berkeley, 2019.
25. Invited to present at the 2019 China India Insights Conference.
26. Invited to be a discussant at the QME Conference at Wharton, 2019.

F. Other Professional Activities

Board of Associate Editors for *Management Science*, *Marketing Science*
 Editorial board member at *Journal of Marketing Research* and *Customer Needs and Solutions*
 Ad hoc Senior Editor for *Marketing Science*
 Refereeing for *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*, *RAND Journal of Economics*, *International Journal of Industrial Organization*, *Operations Research*, *Journal of Economics and Management Strategy*, *Review of Economics and Statistics*

Co-chaired the UTD-Frontiers of Research in Marketing (UTD-FORMS) Conference, 2010.

Organizing the Special Healthcare Conference for *Marketing Science*, 2017.

Organizing the Faculty Development Forum: Junior Faculty in Marketing Science at WashU, 2019.

G. PhD supervision or committee memberships (since 2010).

Chief advisor for:

- Jia Li (currently assistant professor at Purdue University)
- Chunhua Wu (currently assistant professor at University of British Columbia)
- Li Wang (currently assistant professor at the University of Finance and Economics in Shanghai)
- Xing Zhang (currently assistant professor at Fudan University)
- Koray Cosguner (currently assistant professor at Georgia State University)
- Fan Zhang (currently an economist at Amazon.com)
- Taylor Bentley (currently assistant professor at UT Austin)
- Bicheng Yang (currently assistant professor at UBC)
- Zhenling Jiang (currently assistant professor at Georgia State University)
- Shuo Zhang
- Yijun Chen

In the thesis committee for

- YeuJun Yoon (currently assistant professor at Beijing University, HSBC Business School)
- Nicolas Papageorge (currently assistant professor at Johns Hopkins University)
- Jungho Lee (currently assistant professor at Singapore Management University)