

Baojun Jiang

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Washington University in St. Louis
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Google Scholar Citations: 2849 h-index: 21

ACADEMIC EMPLOYMENT

Professor of Marketing	Washington University in St. Louis	2023 - present
Associate Professor of Marketing	Washington University in St. Louis	2017 - 2022
Assistant Professor of Marketing	Washington University in St. Louis	2011 - 2017

EDUCATION

Ph.D., Industrial Administration	Carnegie Mellon University	May 2011
M.S., Information Systems	Carnegie Mellon University	May 2007
M.B.A.	University of Texas at Austin	May 2005
M.S., Electrical Engineering	Stanford University	June 2000
M.S., Physics	Stanford University	June 1999
B.A., Economics, Physics	Grinnell College	May 1997

HONORS & AWARDS

MSI Scholar, 2023

2022 Don Lehmann Award (for best dissertation-based article published in JM or JMR)

Invited Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, Indiana University, 2021

Named on lists of top 50 most productive authors based on top marketing journal publications, 2021, 2022, and 2023

Marketing Science Service Award, 2021

Management Science Distinguished Service Award, 2014, 2015, 2018

Keynote Speaker, International Workshop on Supply Chain Management, Shanghai, China, June 2018

Invited Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Iowa, June 2017

MSI Young Scholar, 2017

Management Science Meritorious Service Award, 2016

Keynote Speaker, Conference on Innovations in Operations and Marketing under Internet Environment, Southwest University of Finance and Economics, Chengdu, China, June 2016

Faculty Representative, Albert Haring Symposium, Indiana University, March 2015

Washington University in St. Louis: The Olin Award, 2013 (For research that impacts business)

INFORMS Society for Marketing Science: ISMS Doctoral Dissertation Award, 2010

Carnegie Mellon University: William Larimer Mellon Fellowship

Gerald L. Thompson Doctoral Dissertation Award in Management Science

University Of Texas at Austin: Beta Gamma Sigma, Chancellor's List, Deans' Honors Award

Stanford University: Centennial Teaching Assistant Award

Grinnell College: Full Scholarship 1993–1997, graduated with honors in economics and physics, Phi Beta Kappa, Dean's List, Joseph Wall Phi Beta Kappa Scholar's Award, H. George Apostle Prize in Physics

RESEARCH INTERESTS

Sharing economy, competitive strategy, behavioral economics, platforms, channels, signaling, AI, marketing-operations interface

PUBLICATIONS

- P1. Diao W, Jiang B, Tian L (2023) Competition between p2p ridesharing platforms and traditional taxis. *Production and Operations Management* (forthcoming).
- P2. Guo X, Jiang B (2023) Inventory sharing under service-quality competition. *Manufacturing & Service Operations Management* (forthcoming).
- P3. Fang F, Jiang B, Sun J (2023) Partial vertical ownership in the presence of downstream competition. *Production and Operations Management* 32(6):1692-1704.
- P4. Yin Q, Jiang B, Zhou S (2023) Effects of consumers' context-dependent preferences on product bundling. *Production and Operations Management* 32(6):1674-1691.
- P5. Diao W, Harutyunyan M, Jiang B (2023) Consumer fairness concerns and dynamic pricing in a channel. *Marketing Science* 42(3):569-588.
- P6. Jiang B, Tian L (2022) Effects of reactive capacity on product quality and firm profitability in an uncertain market. *Operations Research* 70(5):2619-2636.
- P7. Jiang B, Shi H, Zou T (2022) Effects of on-demand product adjustments on firm's pricing and product strategies. *Production and Operations Management* 31(3):1252-1270.
- P8. Chen Y, Jiang B (2021) Dynamic pricing and price commitment of new experience goods. *Production and Operations Management* 30(8):2752-2764.
- P9. Tian L, Jiang B, Xu Y (2021) Manufacturer's entry in the product-sharing market. *Manufacturing & Service Operations Management* 23(3):553-568. (Lead Article) Google Scholar Citations: 51
- P10. Jiang B, Sudhir K, Zou T (2021) Effects of Cost-Information Transparency on Intertemporal Price Discrimination. *Production and Operations Management* 30(2):390-401.
- P11. Zou T, Zhou B, Jiang B (2020) Product-line design in the presence of consumers' anticipated regret. *Management Science* 66(12):5665-5682. Google Scholar Citations: 48
- P12. Jiang B, Zou T (2020) Consumer search and filtering on online retail platforms. *Journal of Marketing Research* 57(5):900-916.
- P13. Zou T, Jiang B (2020) Integration of primary and resale platforms. *Journal of Marketing Research* 57(4):659-676. (Cited by FTC Commissioner in July 10, 2020 speech; 2022 Don Lehmann Award)
- P14. Jiang B, Tian L, Zhou B (2019) Competition of content acquisition and distribution under consumer multi-purchase. *Journal of Marketing Research* 56(6):1066-1084.
- P15. Eckhardt G, Houston M, Jiang B, Lamberton C, Rindfleisch A, Zervas G (2019) Marketing in the sharing economy. *Journal of Marketing* 83(5):5-27. Google Scholar Citations: 649
- P16. Chen Y, Jiang B (2019) Effects of monitoring technology on the insurance market. *Production and Operations Management* 28(8):1957-1971.
- P17. Harutyunyan M, Jiang B (2019) The Bright side of having an enemy. *Journal of Marketing Research* 56(4):679-690.

- P18. Jiang B, Liu C (2019) Managerial optimism in a competitive market. *Production and Operations Management* 28(4):833-846. Google Scholar Citations: 36
- P19. Jiang B, Yang B (2019) Quality and pricing decisions of experience goods in markets with consumer information sharing. *Management Science* 65(1):272-285. Google Scholar Citations: 115
- P20. Jiang B, Shi H (2018) Intercompetitor licensing and product innovation. *Journal of Marketing Research* 55(5):738-751.
- P21. Jiang B, Tian L (2018) Collaborative consumption: Strategic and economic implications of product sharing. *Management Science* 64(3):1171-1188. Google Scholar Citations: 388
- P22. Narasimhan C, Papatla P, Jiang B, Kopalle P, Messinger P, Moorthy S, Proserpio D, Subramanian U, Wu C, Zhu T (2018) Sharing economy: Review of current research and directions for future research. *Customer Needs and Solutions* 5(1-2):93-106. Google Scholar Citations: 124
- P23. Tian L, Jiang B (2018) Effects of consumer-to-consumer product sharing on distribution channel. *Production and Operations Management* 27(2):350-367. Google Scholar Citations: 173
- P24. Harutyunyan M, Jiang B (2017) Strategic implications of keeping product value secret from competitor's customers. *Journal of Retailing* 93(3):382-399.
- P25. Jiang B, Narasimhan C, Turut O (2017) Anticipated regret and product innovation. *Management Science* 63(12) 4308-4323. Google Scholar Citations: 80
- P26. Tian L, Jiang B (2017) Comment on "Strategic information management under leakage in a supply chain." *Management Science* 63(12):4258-4260.
- P27. Guo X, Jiang B (2016) Signaling through price and quality to consumers with fairness concerns. *Journal of Marketing Research* 53(6):988-1000. Google Scholar Citations: 107
- P28. Jiang B, Tian L, Xu Y, Zhang F (2016) To share or not to share: Demand forecast sharing in a distribution channel. *Marketing Science* 35(5):800-809. Google Scholar Citations: 177
- P29. Jiang B, Srinivasan K (2016) Pricing and persuasive advertising in a differentiated market. *Marketing Letters* 27(3):579-588. Google Scholar Citations: 28
- P30. Jiang B, Ni J, Srinivasan K (2014) Signaling through pricing by service providers with social preferences. *Marketing Science* 33(5):641-654. *Featured in INFORMS press release: <https://www.informs.org/About-INFORMS/News-Room/Press-Releases/Marketing-Science-and-Social-Welfare>* Google Scholar Citations: 74
- P31. Jiang B, Jerath K, Srinivasan K (2011) Firm strategies in the "mid tail" of platform-based retailing. *Marketing Science* 30(5):757-775. (*Lead Article*) Google Scholar Citations: 411
- P32. Jiang B, Wang B (2008) Impact of consumer reviews and ratings on sales, prices, and profits: Theory and evidence. *Proceedings of the International Conference on Information Systems (ICIS)*.

SELECT WORKING PAPERS

- W1. "Advertising format and content provision on revenue-sharing content platforms," with *Lin Tian* and *Yuansheng Wei* (under revision for third-round review at *Marketing Science*)
- W2. "Peer-to-peer markets with bilateral ratings," with *Tony Ke* and *Monic Sun* (under second-round review at *Marketing Science*)

- W3. “Influencing influencer recommendations using commissions and price discounts,” with *Tianxin Zou* and *Ozge Turut* (under review at *Journal of Marketing Research*)
- W4. “Dynamic pricing of experience goods in markets with demand uncertainty,” with *Yu-Hung Chen* and *Wen Diao* (under revision)
- W5. “Impact of unreliable supplier on a supply chain with demand-generating marketing,” with *Jiahua Zhang* and *Yifan Xu* (under revision for second-round review at *Production and Operations Management*)
- W6. “Information sharing and product co-creation on a crowdsourcing platform,” with *Hongyan Shi* (under revision)

BOOK CHAPTERS

The strategic and economic implications of consumer-to-consumer product sharing, with Lin Tian, 2019, *Sharing Economy: Making Supply Meet Demand*, M. Hu (Ed.), in *Springer Series in Supply Chain Management*, C. Tang (Series Ed.)

CONFERENCE PRESENTATIONS

Operations and Supply Chain Management Workshop, Shanghai, China, July 2023

Advertising format and content provision on revenue-sharing content platforms

POMS Annual Conference, Orlando FL, May 2023

Competition between p2p platforms and traditional service providers

Advertising format and content provision on revenue-sharing content platforms

UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, March 2023

Advertising format and content provision on revenue-sharing content platforms

INFORMS Annual Meeting, Indianapolis, IN, October 2022

Effects of consumers' context-dependent preferences on product bundling

Summer Institute in Competitive Strategy, Berkeley, CA, June 2022

Discussant

POMS Annual Conference, Orlando FL, April 2022

A one-sentence tweet or a one-hour video? Influencing the influencer's recommendations with discounts

UT Dallas Bass Frontiers of Research in Marketing Science Conference (virtual), March 2022

Discussant

Marketing Science Conference, June 2021

Competition between p2p platforms and traditional service providers

INFORMS Annual Meeting, Seattle, WA, October 2019

Strategic effects of equity ownership in decentralized channels

V-Commerce and Supply Chain Management Workshop, Shanghai, China, July 2019

The bright side of the primary retail platform's control of the resale market

Internet-enabled Supply Chain Management Workshop, Wuhan, China, June 2019

Manufacturer's entry in the product-sharing market

Quantitative Marketing Workshop, Xiamen, China, June 2019

The bright side of the primary retail platform's control of the resale market

- POMS Annual Conference**, Washington DC, May 2019
Manufacturer's entry in the product-sharing market
The bright side of the primary retail platform's control of the resale market
- U of Missouri-WashU Marketing Camp**, St. Louis, April 2019
Manufacturer's entry in the product-sharing market
- Workshop on Creating Business Value with Fusion of Technology and Methods**, University of Florida, March 2019
Manufacturer's entry in the product-sharing market
- UT Dallas Bass Frontiers of Research in Marketing Science Conference**, Dallas, TX, March 2019
Discussant
- China Marketing International Conference**, Shanghai, China, July 2018
Manufacturer's entry in the product-sharing market
- International Workshop on Supply Chain Management**, Shanghai, China, June 2018
The bright side of having an enemy
- POMS Annual Conference**, Houston, TX, May 2018
Inter-competitor licensing and product innovation
- UT Dallas Frontiers of Research in Marketing Science Conference**, Dallas, TX, March 2018
Discussant
- 52nd AMA-Sheth Doctoral Consortium**, University of Iowa, June 2017
Research on the sharing economy
- Marketing Science Conference**, Los Angeles, CA, USA, June 2017
Consumer search on online retail platform
- POMS Annual Conference**, Seattle, WA, May 2017
Effects of consumer-to-consumer product sharing on distribution channel
Manufacturer's entry in the product-sharing market
Inventory sharing under service-quality competition
- UT Dallas Frontiers of Research in Marketing Science Conference**, Dallas, TX, March 2017
Effects of consumer-to-consumer product sharing on distribution channel
- Behavioral IO and Marketing Symposium**, University of Michigan, August 2016
Firm strategies when facing consumers with buying-local preferences
- Summer Institute in Competitive Strategy**, Berkeley, CA, July 2016
Cost-information transparency and intertemporal pricing
- Innovations in Operations & Marketing under Internet Environment**, Chengdu, China, June 2016
Effects of consumer-to-consumer product sharing on distribution channel
- Marketing Science Conference**, Shanghai, China, June 2016
Effects of consumer-to-consumer product sharing on distribution channel
- CEIBS Marketing Science Conference**, Shanghai, China, June 2016
Collaborative consumption: Strategic and economic implications of product sharing
- Invitational Choice Symposium**, Alberta, Canada, May 2016
Collaborative consumption: Strategic and economic implications of product sharing
Effects of consumer-to-consumer product sharing on distribution channel

POMS Annual Conference, Orlando, FL, May 2016

Collaborative consumption: Strategic and economic implications of product sharing
Effects of demand uncertainty and production lead time on product quality and firm profitability

UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, February 2016

Cost-information transparency and intertemporal pricing

INFORMS Annual Meeting, Philadelphia, PA, November 2015

Collaborative consumption: Strategic and economic implications of product sharing
Effects of demand uncertainty and production lead time on product quality and firm profitability

Summer Institute in Competitive Strategy, Berkeley, CA, July 2015

Signaling through price and quality to consumers with fairness concerns

Manufacturing & Service Operations Management Conference, Toronto, Canada, June 2015

Collaborative consumption: Strategic and economic implications of product sharing

Marketing Dynamics Conference, Beijing, China, June 2015

Why keep your product value secret from competitor's customers?

Marketing Science Conference, Baltimore, MD, June 2015

Signaling through price and quality to consumers with fairness concerns

UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, February 2015

Collaborative consumption: Strategic and economic implications of product sharing
Discussant

Manufacturing & Service Operations Management Conference, Seattle, WA, USA, June 2014

To share or not to share: Effects of forecast accuracy and risk aversion on information sharing

Marketing Science Conference, Atlanta, GA, USA, June 2014

Collaborative consumption, firm responses, profits, and consumer surplus

UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, February 2014

Discussant

Summer Institute in Competitive Strategy, Berkeley, CA, June 2013

Discussant

UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, TX, February 2013

Implications of social preferences in a services market with heterogeneous, uninformed consumers

INFORMS International Conference, Beijing, China, June 2012

Understanding user behavior and motivation in online gaming

Marketing Science Conference, Boston, MA, USA, June 2012

Quality and pricing decisions in a market with consumer information sharing

Marketing Science Conference, Houston, TX, USA, June 2011

Firm strategies in the mid tail of platform-based retailing

Marketing Science Conference, Ann Arbor, MI, USA, June 2009

Competitive responses of advertising, promotion, and pricing to consumer reviews

Marketing Science Conference, Vancouver, BC, Canada, June 2008

Enterprise software as a service

Conference on Information Systems and Technology, Seattle, WA, USA, November 2007

An economic analysis of ad-supported software

Marketing Science Conference, Pittsburgh, PA, USA, June 2006

An economic analysis of online product reviews and ratings

SEMINAR PRESENTATIONS

“Advertising format and content provision on revenue-sharing content platforms”

University of Washington (October 2020)

Southwest Jiaotong University (June 2023)

Syracuse University (March 2023)

Dongbei University of Finance and Economics (March 2023)

Chinese University of Hong Kong, Shenzhen (February 2023)

Shanghai University (2022)

Fudan University (January 2022)

Shanghai University of Finance and Economics (January 2022)

East China University of Science and Technology (January 2022)

East China Normal University (January 2022)

University of International Business and Economics (January 2022)

“Inventory sharing under service-quality competition”

Shanghai University (July 2023)

“Competition between p2p platforms and traditional service providers”

East China Normal University (July 2023)

Shanghai University (May 2023)

Carnegie Mellon University (February 2022)

“How to conduct research and navigate the publication process”

Nankai University (April 2022)

Shanghai University (January 2022)

Xiamen University (June 2021, Nanqiang seminar series)

Northeastern University, China (August 2021)

“Consumer fairness concerns and dynamic pricing in a channel”

Dongbei University of Finance and Economics (October 2021)

Southeast University, China (October 2021)

University of Science and Technology, China (May 2021)

Northeastern University, China (June 2020)

Fudan University (June 2019)

Washington University in St. Louis (April 2019)

“The bright side of the primary retail platform’s control of the resale market”

Fudan University (June 2019)

Shanghai University of Finance and Economics (June 2019)

Shanghai University (June 2019)

“Manufacturer’s entry in the product-sharing market”

University of International Business and Economics (December 2019)

Rutgers University (May 2019)

Shanghai University (April 2019)

University of Texas at Dallas (March 2019)
 University of Missouri at Columbia (economics department, October 2018)
 Shanghai University of Finance and Economics (July 2018)
 Lanzhou University, China (July 2018)
 Fudan University (June 2018)
 East China University of Science and Technology (June 2018)

“The bright side of having an enemy”

Northeastern University, China (May 2018)
 Boston University (April 2018)
 University of Toronto (February 2018)
 University of Arizona (January 2018)
 National University of Singapore (January 2018)
 Hong Kong Polytechnic University (January 2018)
 Lingnan University (January 2018)
 Shanghai University of Finance and Economics (December 2017)
 East China University of Science and Technology (December 2017)
 Shanghai University (December 2017)
 Fudan University (May 2016)

“Dynamic pricing and price commitment of new experience goods”

Fudan University (June 2018)

“Managerial optimism in a competitive market”

Shanghai University of Finance and Economics (December 2018)
 Fudan University (December 2018)
 East China University of Science and Technology (December 2018)

“Inter-competitor licensing and product innovation”

Fudan University (December 2017)

“Competition of content acquisition and distribution under consumer multi-purchase”

Fudan University (December 2017)

“Effects of consumer-to-consumer product sharing on distribution channel”

University of Chile (October 2017)
 Duke University (May 2017)
 Tianjin University (May 2017)
 University of International Business and Economics (April 2017)
 University of British Columbia (March 2017)
 Washington University in St. Louis (March 2017)
 Carnegie Mellon University (October 2016)
 Temple University (September 2016)
 Peking University (June 2016)
 Shanghai University of Finance of Economics (June 2016)
 Fudan University (June 2016)
 University of Minnesota (Industrial & Systems Engineering department, May 2016)

“Why keep your product value secret from competitor’s customers?”

University of Pittsburgh (March 2017)
 University of Texas at Austin (February 2017)
 University of Central Florida (May 2016)
 University of Texas, Dallas (April 2016)
 University of Washington, Seattle (January 2016)
 University of Missouri at St. Louis (December 2015)
 Tsinghua University (December 2015)
 University of Minnesota (November 2015)
 University of Alberta (September 2015)
 Shanghai University of Finance and Economics (June 2015)
 Fudan University (June 2015)
 Washington University in St. Louis (April 2015)

“Product-line design in the presence of consumers’ anticipated regret”

Shanghai University (April 2019)
 East China University of Science and Technology (April 2019)
 Shanghai University of Finance and Economics (June 2017)
 Fudan University (April 2017)

“Competitive implications of consumer fairness concerns”

Fudan University (November 2016)
 Shanghai University of Finance and Economics (November 2016)

“Consumer search on online retail platform”

Fudan University (June 2016)

“Cost information transparency and intertemporal pricing”

East China University of Science and Technology (December 2019)
 Washington University in St. Louis (May 2016)
 Fudan University (March 2016)

“Collaborative consumption: Strategic and economic implications of product sharing”

University of Washington Seattle (January 2016)
 Fudan University (Management Science department, June 2015)
 Washington University in St. Louis (May 2014)
 Tsinghua University (May 2014)

“Signaling through price and quality to consumers with fairness concerns”

University of Missouri at Columbia (Economics department, October 2015)
 Johns Hopkins University (August 2015)
 Yale University (May 2015)
 Carnegie Mellon University (April 2015)
 University of Wisconsin-Madison (January 2015)
 Washington University in St. Louis (January 2015)
 Shanghai Jiaotong University (December 2014)
 Nanjing University (November 2014)
 Peking University (Applied Economics department, November 2013)

Fudan University (May 2013)
 Shanghai University of Finance and Economics (May 2013)
 Peking University (May 2013)

“Effects of demand uncertainty and production lead time on product quality and firm profitability”
 Shanghai University of Finance and Economics (Operations Management department, June 2015)

“Anticipated regret and product innovation”
 Fudan University (December 2014)
 Washington University in St. Louis (October 2014)

“Implications of social preferences in a services market with heterogeneous, uninformed consumers”
 Washington University in St. Louis (November 2012),
 Cheung Kong Graduate School of Business (October 2012)
 Tsinghua University (October 2012)

“Quality and pricing decisions of experience goods in markets with consumer information sharing”
 Fudan University (Department of Management Science, April 2017)
 Fudan University (June 2012)
 Peking University (June 2012)

“Firm strategies in the mid tail of platform-based retailing”
 University of Michigan (October 2010)
 University of Toronto (October 2010)
 Washington University in St. Louis (November 2010)
 Tsinghua University (November 2010)
 Peking University (November 2010)

RESEARCH GRANTS

Grant of HK\$ 326,546 (US\$41,800) for “*Should Firms Enter the Product-Sharing Market?*”, Research Grants Council, 2018-2019

Grant of \$ 1,500 for “*Manufacturer’s Entry in Product-Sharing Market*”, Marketing Science Institute, 2016

OTHER PROFESSIONAL ACTIVITIES

Senior Editor

Production and Operations Management Science (2019-present)

Department Editor

Service Science (2023-present)

Associate Editor

Service Science (2019-2023)

Decision Sciences (2020-present)

Editorial Review Board

Journal of Marketing Research (July 2016-present)

Marketing Science (January 2017-present)

Reviewer for *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *RAND Journal of Economics*, *Manufacturing and Service Operations*

Management, Production and Operations Management, MIS Quarterly, Information Systems Research, Journal of Economics & Management Strategy, Journal of Management Studies, Journal of Retailing, Quantitative Marketing and Economics, Journal of Economic Dynamics and Control, Marketing Letters, Economics Letters, International Journal of Industrial Organization, Research Grants Council of Hong Kong

Co-organizer of 2022 Operations and Marketing Modeling Workshop at Fudan University

TEACHING

Washington University in St. Louis (2011-present)

- *Principles of Marketing* (undergraduate)
- *Pricing Strategies* (undergraduate, MBA, PMBA)
- *Pricing Decision Making and Implementation* (MBA, PMBA)
- *Analytical Modeling in Marketing* (PhD)

Carnegie Mellon University (2008)

- *Marketing I* (undergraduate)

RECENT SERVICES AT OLIN

- Member of PMBA Review Task Force (2021-2022)
- Chair of marketing tenured/tenure-track recruiting committee (2021-2023)
- Chair of marketing teaching-faculty recruiting committee (2021-2023)
- Diversity and Affirmative Action Committee (2022-2023)
- Faculty committee for MBA, OMBA, and PMBA programs (2022-2023)
- Marketing PhD application review committee

DOCTORAL SUPERVISION

- *Xiaoyu Wang* (Committee member, operations, placed at Hong Kong Polytechnic University)
- *Wen Diao* (Co-chair, Fudan, placed at Shanghai University of Finance and Economics)
- *Tianxin Zou* (Chair, marketing, placed at University of Florida)
- *Chang Liu* (Co-chair, economics, placed at Iowa State University)
- *Mushegh Harutyunyan* (Co-chair, economics, placed at Nazarbayev University, currently at Imperial College London)
- *Yu-Hung Chen* (Co-chair, economics, placed at National Taiwan University)
- *Xiaomeng Guo* (Committee member, operations, placed at Hong Kong Polytechnic University)
- *Hee Chun Kim* (Committee member, economics, placed at KISDI)
- *Fan Zhang* (Committee member, marketing, placed at Amazon)
- *Mike Mingcheng Wei* (Committee member, operations, placed at University at Buffalo)
- *Kangkang Wang* (Committee member, marketing, placed at University of Alberta)