

Ting Zhu

CONTACT INFORMATION

Purdue University
Krannert School of Management
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West Lafayette, IN 47906

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EDUCATION

Carnegie Mellon University, Pittsburgh, Pennsylvania USA

Ph.D., Marketing, 2006
M.S.I.A., Marketing, 2002

Tsinghua University, Beijing, China

M.S., Business Administration, 1999
B.S., Management Information Systems, 1997

EMPLOYMENT

Purdue University, Krannert School of Management

Associate Professor of Marketing, 2016-

University of British Columbia, Sauder School of Business

Associate Professor of Marketing, 2014-2016
Assistant Professor of Marketing, 2012-2014

University of Chicago, Booth School of Business

Assistant Professor of Marketing, 2006-2012

Tsinghua University, Beijing, China

Lecturer of Marketing, 1999-2000

RESEARCH INTERESTS

- ✧ Entry Models
- ✧ Retail Competition
- ✧ Pricing
- ✧ Game Theory
- ✧ Empirical IO

PUBLICATION

“Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone ”with Hongju Liu and Pradeep Chintagunta, *Consumer Needs and Solutions*, 2015, 2(2), 177-190.

“Days on Market and Home Sales”with Catherine Tucker and Juanjuan Zhang, *Rand Journal of Economics*, 2013, 44(2), 337-360.

“Local Competition, Entry and Agglomeration”with Vishal Singh and Anthony Dukes, *Quantitative Marketing and Economics*, 2011, 9(2), 129-154.

“Complementarities and the Demand for Home Broadband Internet Services ”with Hongju Liu and Pradeep Chintagunta, *Marketing Science*, 2010, 29(4), 701-720.

“Market Structure and Competition in the Retail Discount Industry”with Vishal Singh and Mark Manuszak, *Journal of Marketing Research*, 2009, 46(4), 453-466. (*Finalist, Paul E. Green Award 2010*)

“Spatial Competition with Endogenous Location Choices – An Application to Discount Retailing” with Vishal Singh, *Quantitative Marketing and Economics*, 2009, 7(1), 1-35.

“Pricing and Market Concentration in Oligopoly Markets” with Vishal Singh, *Marketing Science*, 2008, 27(6), 1020-1035.

“Discrete Choice Models of Firms’ Strategic Decisions” with Michaela Draganska, Sanjog Misra, Victor Aguirregabiria, Liran Einav, Paul Ellickson, Dan Horsky, Sridhar Narayanan, Yesim Orhun, Peter Reiss, Katja Seim, Vishal Singh, Raphael Thomadsen. *Marketing Letters*, 2008, 19(3), 399-416.

WORKING
PAPERS

“Sensor Data, Privacy and Behavioral Tracking: Does Usage Based Auto Insurance Benefit Drivers?” with Miremad Soleymanian and Charles Weinberg.

“Technology Adoption, Digital Inequality and Worker Productivity: The Case of Mobile Hailing Apps ” with Chunhua Wu and Yanwen Wang.

“Upselling versus Upsetting Customers? A Model of Intrinsic and Extrinsic Incentives” with Jian Ni and Qiaowei Shen.

“Price Match Guarantees in the Age of Showrooming: An Empirical Analysis ” with Chunhua Wu and Kangkang Wang.

“Brand Performance across Store Formats: Beyond Wal-Mart’s Low Prices” with Pranav Jindal, Pradeep Chintagunta and Sanjay Dhar.

“The Effect of WIC Program on Consumption Patterns of Cereal Category ” with Romana Khan and Sanjay Dhar.

“Restaurant Diners’ Reaction to Incidents of Mad Cow Disease: Stay Home, Eat Less Beef, or Life as Usual?” with Sina Ghobi, Tirtha Dhar and Charles B. Weinberg.

“Price Dispersion and Competition in the Auto Rental Industry” with Romana Khan and Vishal Singh.

“Benefits of E-tailer Entry for Brick-and-Mortar Retailers ” with Yunchuan Liu.

“How Multiple Anchors Affect Judgment? – Evidence from the Lab and eBay ” with Yan Zhang and Ye Li.

WORKING
IN PROGRESS

“Technology and Market Structure: An Empirical Analysis of Entry/Exit in Banking Industry ” with Bin Li and Hongju Liu.

“Size Matters – How Consumers’ Energy Drink Consumption Is Affected by Package Size Changes ” with Lai Jiang and Pradeep Chintagunta.

TEACHING
EXPERIENCE

Consumer Behavior and Marketing, Undergraduate. Purdue University	2017
Consumer Behavior and Marketing, Master. Purdue University	2017
Customer Relationship Management, Master. Purdue University	2017
Marketing Analysis, Undergraduate. University of British Columbia	2015
Analytical Methods and Models in Marketing, PhD. University of British Columbia	2015
Marketing Strategy, IMBA. University of British Columbia	2014
Introduction to Marketing, Undergraduate Core Course. University of British Columbia	2012-2014

Advance Marketing Theory: Quantitative Perspective, PhD. University of Chicago	2011-2012
Developing New Products and Services, MBA. University of Chicago	2007-2012
Marketing, Undergraduate Core Course. Carnegie Mellon University	2003
Marketing, MBA Core Course. Tsinghua University	1999

TEACHING	✧ New Product Management
INTERESTS	✧ Marketing Research
	✧ Marketing Management
	✧ Pricing

INVITED TALKS	National University of Singapore	Scheduled
	Emory University	2015
	University of Minnesota	2015
	University of Connecticut	2015
	Georgia Institute of Technology	2015
	University of Rochester	2014
	University of Michigan	2014
	University of Chile	2014
	University of British Columbia, OPLOG	2012
	University of British Columbia	2011
	London Business School, University of British Columbia	2010
	University of Toronto	2009
	University of California, Berkeley	2008
	Northwestern University, University of Michigan (PhD Seminar)	2007
	Yale University	2006
	Texas A&M University, University of Maryland, Rutgers University, University of Texas at Dallas, Rice University, Cornell University	
	Purdue University, University of Chicago, University of Utah	2005

CONFERENCE PRESENTATION	Invitational 10th Choice Symposium , Lake Louise, Alberta. Scheduled	
	Session on Sharing Economy	2016
	1st Annual McGill International Conference on Marketing , Montreal, QC. “The Effect of WIC Program on Consumption Patterns of Cereal Category ”	2015
	Marketing Science Conference , Baltimore, MD. “Restaurant Diners’ Reaction to Incidents of Mad Cow Disease: Stay Home, Eat Less Beef, or Life as Usual? ”	2015
	Empirical and Theoretical (ET) Symposium/Canadian Marketing Strategy Symposium , Toronto, ON. “Can Price Matching Defeat Showrooming? ”	2015
	CEA Conference, discussant , Vancouver, BC.	2014
	Frank Bass UTD Conference, discussant , Dallas, TX.	2014
	Retail Analytic Conference , Santiago, Chile. “Impact of Wal-Mart Supercenter Entry on Brand Shares ”	2014
	QME Conference, discussant , Duke, NC.	2012

NET Institute Conference , New York, NY. “Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone ”	2012
SICS Conference, discussant , Berkeley, CA.	2009
Northwestern/Chicago I.O. and Marketing Conference , Chicago, IL. “Non-linear Pricing and Competition: An Empirical Analysis ”	2008
Invitational 7th Choice Symposium , Philadelphia, PA. Session on Discrete Choice Models of Firms Decisions	2007
Marketing Science Conference , Pittsburgh, PA. “Pricing and Market Concentration in Oligopoly Markets: An Empirical Study of the Auto Rental Industry” “Impact of Discount Store Entry on Small Businesses, Employment, and Wages: An Empirical Investigation”	2006
QME Conference , Chicago, IL. “Determinants of Entry Patterns in the Retail Discount Industry.”	2005
Marketing Science Conference , Atlanta, GA. “Empirical Analysis of Entry and Location Choice in Discount Retailing.”	2005
Marketing Science Conference , Maryland. “The Profitability of Price Experimentation.”	2003

HONORS, AWARDS AND GRANTS	Social Sciences and Humanities Research Council Grant, Government of Canada PI 2014-2017 Co-PI 2015-2019
	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow 2011,2015
	Initiative on Global Markets research grant, University of Chicago 2011
	Finalist, Paul E. Green Award 2010
	NET Institute Grant 2009,2011
	Kauffman Foundation for entrepreneurship-related research, University of Chicago 2009
	Beatrice Foods Faculty Scholar, University of Chicago 2007-2008
	Phi Kappa Phi National Honor Society 2006
	Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute 2005
	AMA-Sheth Doctoral Consortium Fellow, Texas A&M 2004
	William Larimer Mellon Fellowship, CMU 2000-2003
	University Graduate Student Scholarship (First Prize), Tsinghua University 1998

DOCTORAL STUDENT COMMITTEES	Hongju Liu (University of Connecticut)
	Sungjoon Nam (Rutgers University)
	Yi-lin Tsai (University of Delaware)
	Sina Ghotbi (Build Direct)
	Bin Li (Wright State University)

SERVICES	Member, Editorial Review Board, Marketing Science 2017
	PhD Program Advisor, Marketing and Behavioral Science, Sauder, UBC 2015-2016
	Member of China Council, UBC 2012-2014