

Ting Zhu

CONTACT INFORMATION

Purdue University
Krannert School of Management
417 - 403 W. State Street
West Lafayette, IN 47907

Voice: (765) 494-5594
E-mail: zhu640@purdue.edu

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
- ✧ New Technology Adoption
- ✧ Empirical IO

PUBLICATION

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

“The Effect of WIC Program on Consumption Patterns of Cereal Category ”with Romana Khan and Sanjay Dhar. *Quantitative Marketing and Economics*, 2018, 16 (1), 79-109.

“Sharing Economy: Review of Current Research and Future Directions ”with Chakravarthi Narasimhan, Purushottam Papatla, Baojun Jiang, Praveen K. Kopalle, Paul R. Messinger, Sridhar Moorthy, Davide Proserpio, Upender Subramanian and Chunhua Wu. *Consumer Needs and Solutions*, 2018, 5 (1-2), 93-106.

“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.

“Ignoring Your Best Customer? An Investigation of Customer Satisfaction, Customer Retention and Their Financial Impact ” with Baohong Sun and Ronald T. Wilcox. *Journal of Relationship Marketing*, 2008, 6(3-4), 87-116.

WORKING
PAPERS

“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.

“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.

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| 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 INTERESTS | <ul style="list-style-type: none"> ✧ New Product Management ✧ Marketing Research ✧ Marketing Management ✧ Pricing | |
| INVITED TALKS | <ul style="list-style-type: none"> University of Toronto University of British Columbia National University of Singapore Tsinghua University Wuhan University Emory University University of Minnesota University of Connecticut Georgia Institute of Technology University of Rochester University of Michigan University of Chile University of British Columbia, OPLOG University of British Columbia London Business School, University of British Columbia University of Toronto University of California, Berkeley Northwestern University, University of Michigan (PhD Seminar) Yale University 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 | <ul style="list-style-type: none"> 2018 2017 2017 2017 2017 2015 2015 2015 2015 2014 2014 2014 2012 2011 2010 2009 2008 2007 2006 2005 |
| CONFERENCE PRESENTATION | <p>Marketing Science Conference, Philadelphia. PA. “Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”</p> <p>Quantitative Marketing and Structural Econometrics Workshop., St. Louis, MO Session on Multi-agent Discrete Games</p> <p>Invitational 10th Choice Symposium, Lake Louise, Alberta. Session on Sharing Economy</p> <p>1st Annual McGill International Conference on Marketing, Montreal, QC. “The Effect of WIC Program on Consumption Patterns of Cereal Category ”</p> | <ul style="list-style-type: none"> 2018 2017 2016 2015 |

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| 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)
Miremad Soleymanian (Co-supervisor)

SERVICES

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