

## Ting Zhu

### CONTACT INFORMATION

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

Phone: (765) 454-5594  
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**

Jack A. Hockema Chair in Management, 2021-  
Professor of Marketing , 2021-  
Associate Professor of Marketing (with tenure), 2016-2021

**University of British Columbia, Sauder School of Business**

Associate Professor of Marketing (with tenure), 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

“Insight is power: Understanding the terms of the consumer-firm data exchange ”with Krafft, Manfred and Kumar, V and Harmeling, Colleen and Singh, Siddharth and Chen, Jialie and Duncan, Tom and Fortin, Whitney and Rosa, Erin. *Journal of Retailing*, 2021,97(1), 133-149.

“Marketing Mix Response across Retail Formats - The Role of Shopping Trip Types ”with Pranav Jindal, Pradeep Chintagunta and Sanjay Dhar. *Journal of Marketing* , 2020, 84 (2), 114-132.

“Mobile Hailing Technology and Taxi Driving Behaviors ”with Yanwen Wang and Chunhua Wu. *Marketing Science*, 2019, 38 (5), 734-755.

“Sensor Data and Behavioral Tracking: Does Usage Based Auto Insurance Benefit Drivers? ”with Miremad Soleymanian and Charles Weinberg. *Marketing Science*, 2019, 38 (1), 21-43.

“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.

**Dick Wittink Best Paper Award, 2019**

“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

“Large-scale Micro-analysis of U.S. Household Food Carbon Footprint and Reduction Potential ”with Li Song and Hua Cai.

“Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-up ”with Lu Yan and Qiang Liu.

“IoT, Sensor Data and Customer Relationship Management: Coverage Choice, Pricing and Information in Automobile Insurance ”with Miremad Soleymanian and Charles Weinberg.

“Threats to Privacy versus Saving Money: A Study of Consumers Adoption and Usage of Usage-Based Insurance ”with Miremad Soleymanian and Charles Weinberg.

“Tear Down This Wall! Firms Differential Price Responses to a Switching Costs Reduction Policy ”with Jiawei Chen and Lai Jiang.

“Effect of Accessibility of Offline Retailers on Mobile Shopping: Implications for Inequality in Emerging Markets ”with Xuebin Cui and Yubo Chen.

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

“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

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

TEACHING  
EXPERIENCE

Marketing Analytics, Master. Purdue University	<b>2019-</b>
Consumer Behavior and Marketing, Master. Purdue University	<b>2017-</b>
Customer Relationship Management, Master. Purdue University	<b>2017-</b>
Empirical Models in Marketing, PhD. Purdue University	<b>2018-</b>
Consumer Behavior and Marketing, Undergraduate. Purdue University	<b>2017,2018</b>
Marketing Analysis, Undergraduate. University of British Columbia	<b>2015</b>
Analytical Methods and Models in Marketing, PhD. University of British Columbia	<b>2015</b>
Marketing Strategy, IMBA. University of British Columbia	<b>2014</b>
Introduction to Marketing, Undergraduate Core Course. University of British Columbia	<b>2012-2014</b>
Advance Marketing Theory: Quantitative Perspective, PhD. University of Chicago	<b>2011-2012</b>
Developing New Products and Services, MBA. University of Chicago	<b>2007-2012</b>
Marketing, Undergraduate Core Course. Carnegie Mellon University	<b>2003</b>
Marketing, MBA Core Course. Tsinghua University	<b>1999</b>

TEACHING  
INTERESTS

- ✧ Marketing Analytics
- ✧ New Product Management
- ✧ Marketing Research
- ✧ Marketing Management
- ✧ Pricing

INVITED TALKS

Deakin University	<b>TBD</b>
Ohio State University	<b>2021</b>
Johns Hopkins University	<b>2021</b>

Hong Kong University of Science and Technology	2021
University of Texas, Austin	2021
University of Toronto	2018
University of British Columbia	2017
National University of Singapore	2017
Tsinghua University	2017
Wuhan University	2017
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,	2007
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

<b>Chinese Economists Society (CES) Annual Conference, Discussant.</b>	<b>2021</b>
<b>Marketing Science Conference.</b>	
Session chair for Research in Crowdfunding and Success	2020
“Technology and Market Structure: An Empirical Analysis of Entry/Exit in Banking Industry ”	
<b>Women in Data Science (WiDS) Conference</b> , West Lafayette, IN.	
“IoT, Sensor Data and Customer Relationship Management ”	2020
<b>Invitational Retailing Thought Leadership Conference</b> , Fayetteville, AR.	
“CRM: Firms, Brands, Customer Relationships ”	2019
<b>Marketing Dynamics Conference</b> , College Park. MD.	
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2019
<b>Digital Marketing and Machine Learning Conference</b> , Pittsburgh. PA.	
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018
<b>Marketing Science Conference</b> , Philadelphia. PA.	
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018
<b>Quantitative Marketing and Structural Econometrics Workshop.</b> , St. Louis, MO	
Session on Multi-agent Discrete Games	2017
<b>Invitational 10th Choice Symposium</b> , Lake Louise, Alberta.	
Session on Sharing Economy	2016
<b>1st Annual McGill International Conference on Marketing</b> , Montreal, QC.	

	“The Effect of WIC Program on Consumption Patterns of Cereal Category ”	<b>2015</b>
	<b>Marketing Science Conference</b> , Baltimore, MD. “Restaurant Diners’ Reaction to Incidents of Mad Cow Disease: Stay Home, Eat Less Beef, or Life as Usual? ”	<b>2015</b>
	<b>Empirical and Theoretical (ET) Symposium/Canadian Marketing Strategy Symposium</b> , Toronto, ON. “Can Price Matching Defeat Showrooming? ”	<b>2015</b>
	<b>CEA Conference, discussant</b> , Vancouver, BC.	<b>2014</b>
	<b>Frank Bass UTD Conference, discussant</b> , Dallas, TX.	<b>2014</b>
	<b>Retail Analytic Conference</b> , Santiago, Chile. “Impact of Wal-Mart Supercenter Entry on Brand Shares ”	<b>2014</b>
	<b>QME Conference, discussant</b> , Duke, NC.	<b>2012</b>
	<b>NET Institute Conference</b> , New York, NY. “Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone ”	<b>2012</b>
	<b>SICS Conference, discussant</b> , Berkeley, CA.	<b>2009</b>
	<b>Northwestern/Chicago I.O. and Marketing Conference</b> , Chicago, IL. “Non-linear Pricing and Competition: An Empirical Analysis ”	<b>2008</b>
	<b>Invitational 7th Choice Symposium</b> , Philadelphia, PA. Session on Discrete Choice Models of Firms Decisions	<b>2007</b>
	<b>Marketing Science Conference</b> , 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”	<b>2006</b>
	<b>QME Conference</b> , Chicago, IL. “Determinants of Entry Patterns in the Retail Discount Industry.”	<b>2005</b>
	<b>Marketing Science Conference</b> , Atlanta, GA. “Empirical Analysis of Entry and Location Choice in Discount Retailing.”	<b>2005</b>
	<b>Marketing Science Conference</b> , Maryland. “The Profitability of Price Experimentation.”	<b>2003</b>
<b>HONORS, AWARDS AND GRANTS</b>	Dick Wittink Best Paper Award	<b>2019</b>
	Faculty Impact Award, Krannert School of Management, Purdue University	<b>2019</b>
	Blake Family Fund for Ethics, Purdue University	<b>2018-2019</b>
	Social Sciences and Humanities Research Council Grant, Government of Canada <b>PI</b>	<b>2014-2017</b>
	<b>Co-PI 2015-2019</b>	
	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow	<b>2011,2015</b>
	Initiative on Global Markets research grant, University of Chicago	<b>2011</b>
	Finalist, Paul E. Green Award	<b>2010</b>
	NET Institute Grant	<b>2009,2011</b>

Kauffman Foundation for entrepreneurship-related research, University of Chicago	<b>2009</b>
Beatrice Foods Faculty Scholar, University of Chicago	<b>2007-2008</b>
Phi Kappa Phi National Honor Society	<b>2006</b>
Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute	<b>2005</b>
AMA-Sheth Doctoral Consortium Fellow, Texas A&M	<b>2004</b>
William Larimer Mellon Fellowship, CMU	<b>2000-2003</b>
University Graduate Student Scholarship (First Prize), Tsinghua University	<b>1998</b>

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-Chair, Simon Fraser University)  
Li Song(ongoing)  
Ming Lei (ongoing)  
Lu Yan(Chair, ongoing)

SERVICES

Marketing Area Coordinator, Krannert, Purdue	<b>2021-</b>
Chair, Data Analytics in Research and Teaching Committee, Krannert, Purdue	<b>2018-2021</b>
Member, Online MBA Committee, Krannert, Purdue	<b>2018-2019</b>
Member, PhD Program Committee, Krannert, Purdue	<b>2017-2018</b>
PhD Program Advisor, Marketing and Behavioral Science, Sauder, UBC	<b>2015-2016</b>
Member of China Council, UBC	<b>2012-2014</b>
Member, Editorial Review Board, Marketing Science	<b>2017-</b>
Member, Editorial Review Board, Quantitative Marketing and Economics	<b>2017-</b>