

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

“Large-scale Micro-analysis of U.S. Household Food Carbon Footprint and Reduction Potential ” with Li Song and Hua Cai. *Environmental Science and Technology*, 2021, 55 (22), 15323-15332.

“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

“The Impact of Expanding Public Health Insurance on Market-based Insurance Premiums: Roles of Risk-Pool Composition and Size ”with Qiang Liu and Ming Lei.

“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	2019-
Consumer Behavior and Marketing, Master. Purdue University	2017-
Customer Relationship Management, Master. Purdue University	2017-
Empirical Models in Marketing, PhD. Purdue University	2018-
Consumer Behavior and Marketing, Undergraduate. Purdue University	2017,2018
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

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

INVITED TALKS	Carnegie Mellon University	2022	
	Ohio State University	2021	
	Johns Hopkins University	2021	
	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	Chinese Economists Society (CES) Annual Conference, Discussant.	2021
		Marketing Science Conference.	
		Session chair for Research in Crowdfunding and Success	2020
		“Technology and Market Structure: An Empirical Analysis of Entry/Exit in Banking Industry ”	
		Women in Data Science (WiDS) Conference , West Lafayette, IN.	
		“IoT, Sensor Data and Customer Relationship Management ”	2020
Invitational Retailing Thought Leadership Conference , Fayetteville, AR.			
“CRM: Firms, Brands, Customer Relationships ”		2019	
Marketing Dynamics Conference , College Park. MD.			
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”		2019	
Digital Marketing and Machine Learning Conference , Pittsburgh. PA.			
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018		
Marketing Science Conference , Philadelphia. PA.			
“Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018		
Quantitative Marketing and Structural Econometrics Workshop. , St. Louis, MO			
Session on Multi-agent Discrete Games	2017		
Invitational 10th Choice Symposium , Lake Louise, Alberta.			

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

Dick Wittink Best Paper Award	2019
Faculty Impact Award, Krannert School of Management, Purdue University	2019
Blake Family Fund for Ethics, Purdue University	2018-2019
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-Chair, Simon Fraser University)
Li Song(ongoing)
Ming Lei (ongoing)
Lu Yan(Chair, ongoing)

SERVICES

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