

May 2025

Juanjuan Zhang

MIT Sloan School of Management
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Cambridge, MA 02139

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mitmgmtfaculty.mit.edu/jjzhang

ACADEMIC APPOINTMENTS

Massachusetts Institute of Technology, MIT Sloan School of Management

| | |
|--|--------------|
| John D. C. Little Professor of Marketing | 2018-present |
| Global Programs Faculty Director | 2017-present |
| Professor of Marketing | 2015-present |
| Epoch Foundation Professor of International Management | 2014-2018 |
| Marketing Group Head | 2014-2015 |
| Associate Professor of Marketing (tenured in 2013) | 2011-2015 |
| Class of 1948 Career Development Professor | 2010-2013 |
| Assistant Professor of Marketing | 2006-2011 |

EDITORIAL APPOINTMENTS

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|---|-----------|
| Department Editor, <i>Management Science</i> | 2016-2019 |
| Associate Editor, <i>Marketing Science</i> | 2015-2024 |
| Associate Editor, <i>Quantitative Marketing and Economics</i> | 2014-2024 |
| Associate Editor, <i>Journal of Marketing Research</i> | 2016-2017 |
| Associate Editor, <i>Management Science</i> | 2013-2015 |
| Associate Editor, <i>International Journal of Research in Marketing</i> | ad hoc |

ACADEMIC DEGREES

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| Ph.D. in Business Administration, University of California, Berkeley | 2001-2006 |
| B. Economics (ranked 1 st in class), Tsinghua University | 1996-2000 |

HONORS (POST-GRADUATION)

Research

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| Gary L. Lilien ISMS Practice Prize | 2024 |
| John D. C. Little Award for the Best INFORMS Marketing Paper | 2022 |
| INFORMS Society for Marketing Science Long Term Impact Award, Finalist | 2016, 2017, 2018, 2022 |
| JMS China Marketing Science Annual Conference Best Paper Award | 2021 |
| INFORMS Society for Marketing Science Long Term Impact Award | 2019 |
| John D. C. Little Award for the Best INFORMS Marketing Paper, Finalist | 2011, 2012, 2015, 2016 |
| Frank M. Bass Award for the Best Marketing Thesis in INFORMS Journals | 2011 |

Education

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| Frank M. Bass Award for the Best Marketing Thesis in INFORMS Journals, Finalist (Xinyu Cao) | 2022 |
| ASA Statistics in Marketing Doctoral Research Award, Finalist (Yuting Zhu) | 2022 |
| Shankar-Spiegel Dissertation Proposal Award, Runner-Up (Yuting Zhu) | 2021 |
| MSI Alden G. Clayton Doctoral Dissertation Proposal Award (Jeremy Yang) | 2021 |
| MIT Sloan Excellence in Teaching Award, Nominee | 2012, 2013, 2019, 2020 |
| MIT System Design and Management Thesis Supervisory Award | 2012, 2020 |
| <i>Poets & Quants</i> Top 50 Undergraduate Business Professor | 2018 |
| MIT Sloan Jamieson Prize for Excellence in Teaching (Sloan's highest teaching honor) | 2014 |
| MIT Everett Moore Baker Memorial Teaching Award, Nominee | 2011 |
| MIT d'Arbelloff Fund for Excellence in Education | 2010 |

Service

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|---|------------------------|
| <i>Marketing Science</i> Service Award (as Associate Editor) | 2023 |
| <i>Management Science</i> Distinguished Service Award (as Associate Editor) | 2015 |
| <i>Management Science</i> Meritorious Service Award (as Reviewer) | 2010, 2014 |
| <i>Management Science</i> Distinguished Service Award (as Reviewer) | 2009, 2011, 2012, 2013 |

Career

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|--|-----------------------------|
| INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow | 2014-2016, 2021, 2022, 2025 |
| Tsinghua University Class of 2000 Distinguished Alumni Award | 2020 |
| Marketing Science Institute Scholar (Inaugural Class) | 2018 |
| AMA-Sheth Foundation Doctoral Consortium Faculty Fellow | 2014, 2015 |
| Marketing Science Institute Young Scholar | 2011 |

RESEARCH INTERESTS

Business automation, quantitative marketing, incentive design

PUBLICATIONS

1. Lei Huang and Juanjuan Zhang, "Theory Instead of Experiment (TIE): A Creator Valuation System at Tencent," forthcoming in *Proceedings of the 31st ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD '25)*, peer-reviewed with 21% acceptance rate
 - Deployed as the default creator valuation system at Tencent
2. Fred Feinberg, John R. Hauser, John Roberts, and Juanjuan Zhang, "The Legacy of John Little for Marketing Science," *Marketing Science*, ePub ahead of print, February 19, 2025
3. Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang, "Engagement that Sells: Influencer Video Advertising on TikTok," *Marketing Science*, Vol. 44, No. 2, March-April 2025, pp. 247-267
 - Lead article
 - Productized through the MIT Technology Licensing Office (Case No. 25019)
 - 2021 JMS China Marketing Science Annual Conference Best Paper Award

- 2020 MSI Alden G. Clayton Doctoral Dissertation Proposal Award (Jeremy Yang)
- 4. Shiyang Gong, Qian Li, Song Su, and Juanjuan Zhang, "Genes and Sales," *Management Science*, Vol. 70, No. 6, June 2024, pp. 3902-3922
 - Featured in Juan Martinez, "There Really Is a 'Sales Gene'," *Harvard Business Review*, September-October 2024
- 5. Xinyu Cao and Juanjuan Zhang, "Preference Learning and Demand Forecast," *Marketing Science*, Vol. 40, No. 1, January-February 2021, pp. 62-79
 - 2021 John D. C. Little Award
 - 2021 Frank M. Bass Award, Finalist
- 6. Shiyang Gong, Juanjuan Zhang, Ping Zhao, and Xuping Jiang, "Tweeting as a Marketing Tool – Field Experiment in the TV Industry," *Journal of Marketing Research*, Vol. 54, No. 6, December 2017, pp. 833-850
 - Lead article
- 7. Juanjuan Zhang, "Deadlines in Product Development," *Management Science*, Vol. 62, No. 11, November 2016, pp. 3310-3326
- 8. Song Lin, Juanjuan Zhang, and John Hauser, "Learning from Experience, Simply," *Marketing Science*, Vol. 34, No. 1, January-February 2015, pp. 1-19
 - Lead article
 - 2015 John D. C. Little Award, Finalist
- 9. Duncan Simester and Juanjuan Zhang, "Why Do Sales People Spend So Much Time Lobbying for Low Prices?" *Marketing Science*, Vol. 33, No. 6, November-December 2014, pp. 796-808
 - 2014 John D. C. Little Award, Finalist
- 10. Catherine Tucker, Juanjuan Zhang, and Ting Zhu, "Days on Market and Home Sales," *RAND Journal of Economics*, Vol. 44, No. 2, Summer 2013, pp. 337-360
- 11. Jeanine Miklós-Thal and Juanjuan Zhang, "(De)marketing to Manage Consumer Quality Inferences," *Journal of Marketing Research*, Vol. 50, No. 1, February 2013, pp. 55-69
- 12. Liang Guo and Juanjuan Zhang, "Consumer Deliberation and Product Line Design," *Marketing Science*, Vol. 31, No. 6, November-December 2012, pp. 995-1007
- 13. Juanjuan Zhang and Peng Liu, "Rational Herding in Microloan Markets," *Management Science*, Vol. 58, No. 5, May 2012, pp. 892-912
 - 2022 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
- 14. Catherine Tucker and Juanjuan Zhang, "How Does Popularity Information Affect Choices? A Field Experiment," *Management Science*, Vol. 57, No. 5, May 2011, pp. 828-842
- 15. Juanjuan Zhang, "The Perils of Behavior-Based Personalization," *Marketing Science*, Vol. 30, No. 1,

January-February 2011, pp. 170-186

- 2011 John D. C. Little Award, Finalist
- 16. Duncan Simester and Juanjuan Zhang, "Why Are Bad Products So Hard to Kill?" *Management Science*, Vol. 56, No. 7, July 2010, pp. 1161-1179
- 17. Catherine Tucker and Juanjuan Zhang, "Growing Two-Sided Networks by Advertising the User Base: A Field Experiment," *Marketing Science*, Vol. 29, No. 5, September-October 2010, pp. 805-814
- 18. Juanjuan Zhang, "The Sound of Silence: Observational Learning in the U.S. Kidney Market," *Marketing Science*, Vol. 29, No. 2, March-April 2010, pp. 315-335
 - 2019 INFORMS Society for Marketing Science Long Term Impact Award
 - 2018 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
 - 2017 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
 - 2016 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
 - 2010 Frank M. Bass Award
 - 2010 John D. C. Little Award, Finalist
- 19. Teck-Hua Ho and Juanjuan Zhang, "Designing Pricing Contracts for Boundedly Rational Customers: Does the Framing of the Fixed Fee Matter?" *Management Science*, Vol. 54, No. 4, April 2008, pp. 686-700

SELECTED WORKING PAPERS

1. Shiyang Gong, Yuexin Song, and Juanjuan Zhang, "Genes as Instruments to Study Social Influence"
2. Rafael Becerril Arreola and Juanjuan Zhang, "Price as a Signal of Wealth, Revisited"
3. Saiquan Hu, Juanjuan Zhang, and Yuting Zhu, "Beyond Zero: Jump-Starting Sales with a Recommender System for Missing-By-Choice Data"
 - 2024 Gary L. Lilien ISMS Practice Prize
 - Productized by Minsheng Life Insurance
 - 2022 ASA Statistics in Marketing Doctoral Research Award, Finalist (Yuting Zhu)
 - 2021 Shankar-Spiegel Dissertation Proposal Award, Runner-Up (Yuting Zhu)
4. Juanjuan Zhang, "Policy and Inference: The Case of Product Labeling"

BOOK CHAPTERS

1. J. Miguel Villas-Boas and Juanjuan Zhang, "Economic Foundations of Marketing Strategy," *The Routledge Companion to Strategic Marketing*, Bodo B. Schlegelmilch & Russell S Winer (Ed.), Routledge 2020
2. Juanjuan Zhang, "Observational Learning: The Sound of Silence," *Encyclopedia of the Sciences of Learning*, Norbert M. Seel (Ed.), Springer 2012

TEACHING

| | |
|---------------------|---|
| MIT | Marketing Innovation for MBA Students Marketing Management for MBA Students Marketing Management for Undergrad & Non-MBA Grad Students Doctoral Seminar in Marketing Executive Education (various topics) Global Programs (various topics) |
| Tsinghua University | Topics in Marketing Science for Doctoral Students (guest lecture) |
| Caltech | Topics in Marketing Science (guest lecture) |

DOCTORAL THESIS ADVISING/COMMITTEE

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|-----------------|--|-------------|
| Lei Huang | Ph.D. Candidate in Management, MIT | in progress |
| Jason Du | Ph.D. in Management, MIT Placement: Rensselaer Polytechnic Institute | 2025 |
| Keyan Li | Ph.D. in Management, MIT Placement: University of Notre Dame | 2024 |
| Yuting Zhu | Ph.D. in Management, MIT Placement: National University of Singapore | 2022 |
| Jeremy Yang | Ph.D. in Management, MIT Placement: Harvard University | 2021 |
| Xinyu Cao | Ph.D. in Management, MIT Placement: New York University | 2018 |
| Huihui Wang | Ph.D. in Business Administration, Duke University Placement: Electronic Arts | 2016 |
| Shiyang Gong | Ph.D. in Business Administration, Tsinghua University Placement: University of International Business and Economics | 2015 |
| Song Lin | Ph.D. in Management, MIT Placement: Hong Kong University of Science and Technology | 2015 |
| Joong Bum Rhim | Ph.D. in Electrical Engineering & Computer Science, MIT Placement: GroupM | 2014 |
| Daria Dzyabura | Ph.D. in Management, MIT Placement: New York University | 2012 |
| Cristina Nistor | Ph.D. in Management, MIT Placement: Chapman University | 2012 |
| Nathan Fong | Ph.D. in Management, MIT Placement: Temple University | 2011 |
| Monic Sun | Ph.D. in Economics, Boston University Placement: Stanford University | 2008 |

MASTER'S THESIS ADVISING

- 1: Master of Science in Management Studies, MIT
- 2: Master of Business Administration, MIT
- 3: Master of Science in Engineering and Management, MIT
- 4: Master of Science in Electrical Engineering and Computer Science, MIT

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| Deepali Kishnani ^{3, 4} | 2025 |
| Tony Chen ¹ , Mervine Anand Govada ³ | 2023 |
| Jacquelyn Li ¹ , Dahai Liu ¹ , Kaiwen Liu ¹ , Xi Yang ¹ | 2022 |
| Saemi Kim ¹ , Denise Lim ¹ , Xinya Liu ¹ | 2021 |
| Sofia Blumencweig ³ , Umesh Jain ³ , Jessie Boxin Mou ¹ , Anping Wang ³ | 2020 |
| Kanishka Nohria ³ , Swati Shah ³ , Xiaoxuan Song ¹ | 2018 |
| Youngsoo Bae ¹ , Loubna Berrada ¹ , Alora Chen ¹ , Liam James O'Dea ¹ , Richard Zhang ³ | 2016 |
| Gunjan Paliwal ¹ , Hazel Yang ¹ | 2015 |
| Ruthu Sreebashyam ³ | 2014 |
| Farnaz Barary Savadkoobi ¹ | 2012 |
| Chang Bae Park ³ , Joao Violante ¹ | 2011 |
| Andrew Merkin ¹ , Jun Mo Park ² | 2010 |

INVITED SEMINAR PRESENTATIONS

| | |
|---|----------|
| 1. Northwestern University, Kellogg School of Management | May 2025 |
| 2. Stanford University, Graduate School of Business (Stanford Marketing Camp) | Apr 2025 |
| 3. University of Toronto, Rotman School of Management | Apr 2025 |
| 4. Rice University, Jones Graduate School of Business (Annual Marketing Camp) | Apr 2025 |
| 5. Cornell University, Johnson College of Business | Dec 2024 |
| 6. University of Wisconsin-Madison, Wisconsin School of Business | Oct 2024 |
| 7. Leshan Normal University, School of Computer Science | Jul 2024 |
| 8. Carnegie Mellon University, Tepper School of Business | Dec 2023 |
| 9. Georgetown University, McDonough School of Business | Oct 2023 |
| 10. University of Florida, Warrington College of Business | Oct 2023 |
| 11. University of North Carolina-Chapel Hill, Kenan-Flagler Business School | Oct 2023 |
| 12. University of Colorado Boulder, Leeds School of Business | May 2023 |
| 13. China Computer Federation, Data Science for Uni-Marketing | Apr 2023 |
| 14. University of Pittsburgh, Katz Graduate School of Business (Sheth Research Camp) | Apr 2023 |
| 15. East China Normal University, Shanghai International School of Chief Technology Officer | Jun 2022 |
| 16. Harvard University, Harvard Business School | Apr 2022 |
| 17. Hong Kong Polytechnic University, Faculty of Business | Apr 2022 |
| 18. University of Western Ontario, Ivey Business School | Apr 2022 |
| 19. University of Guelph, Gordon S. Lang School of Business and Economics | Nov 2021 |
| 20. City University of Hong Kong, College of Business | May 2021 |
| 21. Cheung Kong Graduate School of Business | Apr 2021 |
| 22. Peking University, Guanghua School of Management | Apr 2021 |
| 23. University of Science and Technology of China, School of Management | Mar 2021 |
| 24. Temple University, Fox School of Business | Dec 2020 |
| 25. Duke University, Fuqua School of Business | Nov 2020 |
| 26. Asia School of Business | Oct 2020 |
| 27. University of Central Florida, College of Business Administration | Feb 2020 |
| 28. MIT, MIT Sloan School of Management | Feb 2020 |
| 29. Leshan Normal University, School of Economics and Management | Jan 2020 |

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| 30. Leshan Normal University, School of Computer Science | Dec 2019 |
| 31. University of Houston, Bauer College of Business | Nov 2019 |
| 32. Temple University, Fox School of Business | Nov 2019 |
| 33. University of Pennsylvania, Wharton School | Oct 2019 |
| 34. London Business School | Jun 2019 |
| 35. University of International Business and Economics | Jun 2019 |
| 36. Tsinghua University, School of Economics and Management | Jun 2019 |
| 37. Tencent | Jun 2019 |
| 38. Fudan University, Fanhai International School of Finance | Jun 2019 |
| 39. University of Southern California, Marshall School of Business | May 2019 |
| 40. University of Texas at Austin, McCombs School of Business | Apr 2019 |
| 41. University College London, School of Management | Apr 2019 |
| 42. University of South Carolina, Darla Moore School of Business | Apr 2019 |
| 43. Northeastern University, D'Amore-McKim School of Business | Mar 2019 |
| 44. University of Connecticut, School of Business | Mar 2019 |
| 45. Fudan University, School of Management | Dec 2018 |
| 46. University of British Columbia, Sauder School of Business | Nov 2018 |
| 47. University of International Business and Economics | Jun 2018 |
| 48. Tsinghua University, School of Economics and Management | Jun 2018 |
| 49. Rice University, Jones Graduate School of Business | May 2018 |
| 50. McGill University, Desautels Faculty of Management | Apr 2018 |
| 51. Boston College, Carroll School of Management (Operations Management) | Apr 2018 |
| 52. Columbia University, Columbia Business School | Mar 2018 |
| 53. Ohio State University, Fisher College of Business | Jan 2018 |
| 54. Microsoft Research Lab – Cambridge | Dec 2017 |
| 55. Georgia Institute of Technology, Scheller College of Business | Dec 2017 |
| 56. Tsinghua University, School of Economics and Management | Jun 2017 |
| 57. MIT, MIT Sloan School of Management (Operations Management) | May 2017 |
| 58. Washington University in St. Louis, Olin School of Business | May 2017 |
| 59. University of Minnesota, Carlson School of Management | Apr 2017 |
| 60. Erasmus University, Rotterdam School of Management | Apr 2016 |
| 61. University of North Carolina-Chapel Hill, Kenan-Flagler Business School | Apr 2016 |
| 62. University of Maryland, Robert H. Smith School of Business | Oct 2015 |
| 63. China Europe International Business School | Jun 2015 |
| 64. Shanghai University of Finance and Economics | Jun 2015 |
| 65. Hong Kong University of Science & Technology, Business School | May 2015 |
| 66. Boston University, School of Management | Apr 2015 |
| 67. Interdisciplinary Center, Arison School of Business | Apr 2015 |
| 68. Cornell University, Johnson Graduate School of Management | Apr 2015 |
| 69. University of Alberta, School of Business | Mar 2015 |
| 70. University of Chicago, Booth School of Business | Mar 2015 |
| 71. Johns Hopkins University, Carey Business School | Nov 2014 |
| 72. Columbia University, Columbia Business School (Strategy) | Oct 2014 |
| 73. Columbia University, Columbia Business School (Marketing) | Sep 2014 |
| 74. Microsoft Research Lab – New York City | Aug 2014 |
| 75. Beihang University, School of Economics and Management | May 2014 |
| 76. Texas A&M University, Mays Business School | Apr 2014 |
| 77. Northwestern University, Kellogg School of Management | Apr 2014 |
| 78. Lehigh University, College of Business and Economics | Apr 2014 |
| 79. Temple University, Fox School of Business | Mar 2014 |
| 80. University of Rochester, Simon Graduate School of Business Administration | Feb 2014 |
| 81. New York University, Stern School of Business | Feb 2014 |

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| 82. Yale University, School of Management | Jan 2014 |
| 83. Carnegie Mellon University, Tepper School of Business | Oct 2013 |
| 84. Cheung Kong Graduate School of Business | Jul 2013 |
| 85. Emory University, Goizueta Business School | May 2013 |
| 86. University of California, Los Angeles, Anderson School of Management | Jan 2013 |
| 87. Tsinghua University, School of Economics and Management | Dec 2012 |
| 88. Stanford University, Graduate School of Business | May 2012 |
| 89. University of Michigan, Ross School of Business | Apr 2012 |
| 90. University of Wisconsin-Madison, Wisconsin School of Business | Mar 2012 |
| 91. University of Florida, Warrington College of Business | Mar 2012 |
| 92. University of Southern California, Marshall School of Business | Jan 2012 |
| 93. California Institute of Technology, Division of the Humanities and Social Sciences | Jan 2012 |
| 94. California Institute of Technology, Division of the Humanities and Social Sciences | Jan 2012 |
| 95. National University of Singapore, NUS Business School | Dec 2011 |
| 96. INSEAD | Dec 2011 |
| 97. Erasmus University, Erasmus School of Economics | Nov 2011 |
| 98. Tilburg University, Tilburg School of Economics and Management | Nov 2011 |
| 99. Dartmouth College, Tuck School of Business | May 2011 |
| 100. University of California, San Diego, Rady School of Management | May 2011 |
| 101. MIT, MIT Sloan School of Management (Operations Management) | May 2011 |
| 102. University of Toronto, Rotman School of Management | May 2011 |
| 103. MIT, Department of Economics | Apr 2011 |
| 104. University of Pennsylvania, Wharton School | Mar 2011 |
| 105. Washington University in St. Louis, Olin School of Business | Mar 2011 |
| 106. University of British Columbia, Sauder School of Business | Mar 2011 |
| 107. University of Chicago, Graduate School of Business (Guest Ph.D. Lecture) | Jan 2011 |
| 108. Goethe University Frankfurt, Goethe Business School | Dec 2010 |
| 109. London Business School | Dec 2010 |
| 110. INSEAD (Annual Research Camp) | Jun 2010 |
| 111. MIT, Department of Economics | Mar 2010 |
| 112. University of California, Berkeley, Haas School of Business | Mar 2010 |
| 113. MIT, Center for Digital Business | Dec 2009 |
| 114. Rensselaer Polytechnic Institute, Lally School of Management and Technology | Mar 2009 |
| 115. Northeastern University, Economics Department | Oct 2008 |
| 116. MIT, MIT Sloan School of Management | Sep 2008 |
| 117. MIT, Department of Economics | Apr 2007 |
| 118. MIT, Department of Economics | Mar 2007 |
| 119. Dartmouth College, Tuck School of Business | Mar 2007 |
| 120. MIT, Department of Economics | Nov 2006 |
| 121. MIT, MIT Sloan School of Management | Oct 2006 |
| 122. Yale University, School of Management | Mar 2006 |
| 123. Stanford University, Graduate School of Business | Mar 2006 |
| 124. Hong Kong University of Science & Technology, Business School | Jan 2006 |
| 125. National University of Singapore, NUS Business School | Jan 2006 |
| 126. Purdue University, Krannert School of Management | Nov 2005 |
| 127. University of Chicago, Graduate School of Business | Nov 2005 |
| 128. Washington University in St. Louis, Olin School of Business | Nov 2005 |
| 129. University of Houston, Bauer College of Business | Oct 2005 |
| 130. Duke University, Fuqua School of Business | Oct 2005 |
| 131. MIT, MIT Sloan School of Management | Oct 2005 |
| 132. Northwestern University, Kellogg School of Management | Oct 2005 |
| 133. New York University, Stern School of Business | Oct 2005 |

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| 134. Texas A&M University, Mays Business School | Oct 2005 |
| 135. University of Pennsylvania, Wharton School | Oct 2005 |
| 136. Columbia University, Columbia Business School | Oct 2005 |
| 137. University of Texas at Dallas, School of Management | Sep 2005 |
| 138. University of Minnesota, Carlson School of Management | Sep 2005 |
| 139. University of Maryland, Robert H. Smith School of Business | Sep 2005 |
| 140. University of California, Berkeley, Economics Department | Nov 2004 |

CONFERENCE PRESENTATIONS

| | |
|--|------|
| 1. INFORMS Marketing Science Conference, Washington, DC | 2025 |
| 2. INFORMS Marketing Science Conference Doctoral Consortium, Washington, DC | 2025 |
| 3. Customer Journeys in a Digital World (Keynote), Milano, Italy | 2024 |
| 4. The 12th Triennial Invitational Choice Symposium, Fontainebleau, France | 2023 |
| 5. INFORMS Marketing Science Conference Doctoral Consortium, virtual | 2022 |
| 6. Marketing Modelers' Meeting, virtual | 2021 |
| 7. Tsinghua University Center for Interactive Technology Annual Conference, virtual | 2021 |
| 8. INFORMS Marketing Science Conference Doctoral Consortium, virtual | 2021 |
| 9. Haring Symposium, Kelley School of Business (Distinguished Speaker), virtual | 2020 |
| 10. Marketing Science Institute Scholars Conference, Breckenridge, CO | 2018 |
| 11. China Marketing International Conference (Keynote), Shanghai, China | 2018 |
| 12. Summer Institute in Competitive Strategy, Berkeley, CA | 2016 |
| 13. INFORMS Marketing Science Conference Doctoral Consortium, Baltimore, MA | 2015 |
| 14. Young Marketing Scholar Association of China Inaugural Workshop, Shanghai, China | 2015 |
| 15. Big Data and Marketing Analytics Conference, Chicago, IL | 2014 |
| 16. Conference on Digital Experimentation, Cambridge, MA | 2014 |
| 17. AMA Sheth Foundation Doctoral Consortium, Evanston, IL | 2014 |
| 18. INFORMS Marketing Science Conference, Atlanta, GA | 2014 |
| 19. INFORMS Marketing Science Conference Doctoral Consortium, Atlanta, GA | 2014 |
| 20. Customer Insights Conference, New Haven, CT | 2014 |
| 21. Workshop on Social and Business Analytics, Austin, TX | 2014 |
| 22. Quantitative Marketing and Economics Conference, Chicago, IL | 2013 |
| 23. China India Insights Conference, New York, NY | 2013 |
| 24. ZEW (Centre for European Economic Research) Conference on the Economics of Information and Communication Technologies (Keynote Lecture), Mannheim, Germany | 2013 |
| 25. Marketing-Industrial Organization Conference, New York, NY | 2013 |
| 26. Frank M. Bass UTD-FORMS Conference, Dallas, TX | 2013 |
| 27. Allied Social Science Associations Annual Meeting, San Diego, CA | 2013 |
| 28. Northeast Marketing Conference, Boston, MA | 2012 |
| 29. Marketing Science Emerging Markets Conference, Philadelphia, PA | 2012 |
| 30. MIT Applied Economic Theory Summer Camp, Cambridge, MA | 2012 |
| 31. China India Insights Conference, New Haven, CT | 2012 |
| 32. Summer Institute in Competitive Strategy, Berkeley, CA | 2012 |
| 33. Cheung Kong Graduate School of Business Marketing Research Forum, Beijing, China | 2012 |
| 34. INFORMS International Conference, Beijing, China | 2012 |
| 35. Workshop on the Economics of Advertising and Marketing, Beijing, China | 2012 |
| 36. MIT Micro @ Sloan Conference, Cambridge, MA | 2012 |
| 37. INFORMS Marketing Science Conference, Boston, MA | 2012 |
| 38. Frank M. Bass UTD-FORMS Conference, Dallas, TX | 2012 |
| 39. MIT Micro @ Sloan Conference, Cambridge, MA | 2011 |
| 40. MIT Applied Economic Theory Summer Camp, Cambridge, MA | 2011 |

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| 41. Summer Institute in Competitive Strategy, Berkeley, CA | 2011 |
| 42. INFORMS Marketing Science Conference, Houston, TX | 2011 |
| 43. Frank M. Bass UTD-FORMS Conference, Dallas, TX | 2011 |
| 44. MSI Young Scholars Program, Park City, UT | 2011 |
| 45. MIT Applied Economic Theory Summer Camp, Cambridge, MA | 2010 |
| 46. NBER Summer Workshop on IT and Economics, Cambridge, MA | 2010 |
| 47. Summer Institute in Competitive Strategy, Berkeley, CA | 2010 |
| 48. Summer Institute in Competitive Strategy (discussant), Berkeley, CA | 2010 |
| 49. INFORMS Marketing Science Conference, Cologne, Germany | 2010 |
| 50. NET Institute Conference, New York, NY | 2010 |
| 51. Frank M. Bass UTD-FORMS Conference, Dallas, TX | 2010 |
| 52. Summer Institute in Competitive Strategy, Berkeley, CA | 2009 |
| 53. MIT Applied Economic Theory Summer Camp, Cambridge, MA | 2009 |
| 54. INFORMS Marketing Science Conference, Ann Arbor, MI | 2009 |
| 55. Frank M. Bass UTD-FORMS Conference, Dallas, TX | 2009 |
| 56. The Future of Digital Advertising Conference, Cambridge, MA | 2008 |
| 57. INFORMS Marketing Science Conference, Vancouver, Canada | 2008 |
| 58. Northeast Marketing Conference, Boston, MA | 2007 |
| 59. Summer Institute in Competitive Strategy, Berkeley, CA | 2007 |
| 60. INFORMS Marketing Science Conference, Singapore | 2007 |
| 61. INFORMS Marketing Science Conference, Pittsburgh, PA | 2006 |
| 62. INFORMS Marketing Science Conference, Rotterdam, the Netherlands | 2004 |

PROFESSIONAL SERVICE (ALSO SEE PAGE 1 OF CV)

Journal Committee

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| <i>Marketing Science</i> Editor-in-Chief Search Committee | 2015, 2021 |
| <i>Management Science</i> Data Disclosure Policy Committee | 2018 |

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| American Marketing Association Tech SIG Advisory Board | 2024–present |
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| INFORMS Society for Marketing Science V.P. of Membership | 2014–2017 |
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Editorial Review Board

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|---|--------------|
| <i>Foundations and Trends in Marketing</i> | 2024–present |
| <i>International Journal of Research in Marketing</i> | 2012–2021 |
| <i>Journal of Marketing</i> | 2015–2018 |
| <i>Journal of Marketing Research</i> | 2011–2016 |
| <i>Marketing Science</i> | 2014–2015 |

Referee

American Economic Review, B.E. Journal of Theoretical Economics, California Management Review, Decision Analysis, Economic Theory, European Journal of Operational Research, International Economic Review, Journal of Applied Econometrics, Journal of Economics and Management Strategy, Journal of Industrial Economics, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, Management Science, Manufacturing and Service Operations Management, Marketing Science, Operations Research, Quantitative Marketing and Economics, RAND Journal of Economics, Review of Marketing Research, Review of Network Economics

Awards Committee

| | |
|---|------|
| American Marketing Association Tech SIG Lifetime Achievement Award Committee | 2025 |
| INFORMS Society for Marketing Science Doctoral Dissertation Award Competition | 2023 |
| INFORMS Society for Marketing Science Early-Stage Research Grants | 2023 |
| Gary L. Lilien ISMS-MSI-EMAC Practice Prize | 2022 |
| Dick Wittink Prize | 2020 |

Award and Grant Reviewer

European Research Council,
Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition
Research Grants Council of Hong Kong
Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing

Conference Organization

| | |
|--|------------|
| Quantitative Marketing and Economics Conference (Committee) | 2024 |
| China-India Insights Conference (Co-Chair) | 2019 |
| Summer Institute in Competitive Strategy (Co-Chair) | 2015, 2019 |
| Quantitative Marketing and Economics Conference (Co-Chair) | 2015 |
| Marketing Dynamics Conference (Committee) | 2014, 2015 |
| Micro @ Sloan Conference (Co-Chair) | 2014 |
| Frank M. Bass UTD-FORMS Conference (Committee) | 2013, 2014 |
| INFORMS International Conference, Marketing Cluster (Co-Chair) | 2012 |

MIT SERVICE

| | |
|---|----------------------|
| MIT Sloan MBA Program Committee | 2024-present |
| MIT International Advisory Committee | 2023-present |
| MIT Sloan Global Programs Faculty Director | 2017-present |
| MIT Sloan Global Initiatives Committee | 2017-present |
| MIT Sloan Faculty Personnel Subcommittee | 2014-present |
| MIT Sloan Faculty Personnel Committee | 2013-present |
| MIT Sloan Policy Committee | 2013-present |
| MIT Sloan GenAI Pilot | 2024 |
| Asia School of Business Advisory Committee | 2018-2021 |
| MIT Schwarzman College of Computing-Sloan Joint Search Committee | 2020-2021 |
| MIT Sloan Business Analytics Advisory Committee | 2019-2020 |
| MIT Sloan Undergraduate Education Committee | 2012-2013, 2015-2019 |
| MIT Sloan Marketing Ph.D. Program Head | 2016-2017 |
| MIT Sloan International Advanced Management Program Committee | 2015-2016 |
| Asia School of Business Director Search Committee | 2015-2016 |
| MIT Sloan Database Committee | 2015-2016 |
| MIT Sloan Marketing Group Head | 2014-2015 |
| MIT Sloan Marketing Faculty Search Committee Chair | 2014-2015 |
| MIT Sloan Fellows and EMBA Program Committee | 2014-2015 |
| MIT Committee on Student Life | 2014-2015 |
| MIT d'Arbelloff Fund for Excellence in Education Review Committee | 2012 |