Juanjuan Zhang

MIT Sloan School of Management
77 Massachusetts Avenue, E62-534
Cambridge, MA 02139

+1 (617) 452-2790
jjzhang@mit.edu
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

Department Editor, *Management Science*	2016–2019
Associate Editor, *Marketing Science*	2015–2024
Associate Editor, *Quantitative Marketing and Economics*	2014–2024
Associate Editor, *Journal of Marketing Research*	2016–2017
Associate Editor, *Management Science*	2013–2015
Associate Editor, *International Journal of Research in Marketing*	ad hoc

ACADEMIC DEGREES

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

HONORS (POST-GRADUATION)

Research

Gary L. Lilien INFORMS Society for Marketing Science 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

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
Poets & Quants 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'Arbeloff Fund for Excellence in Education	2010

Service

Marketing Science Service Award (as Associate Editor)	2023
Management Science Distinguished Service Award (as Associate Editor)	2015
Management Science Meritorious Service Award (as Reviewer)	2010, 2014
Management Science Distinguished Service Award (as Reviewer)	2009, 2011, 2012, 2013

Career

INFORMS Society for Marketing Science Early Career Camp Senior Faculty Fellow	2025
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," *KDD '25: Proceedings of the 31st ACM SIGKDD Conference on Knowledge Discovery and Data Mining*, Vol. 2, pp. 4522-4532; CORE A* rank conference, peer-reviewed with 21% acceptance rate

   o Deployed as the default creator valuation system at Tencent
   o 2025 KDD Audience Appreciation Award (February Round)

2. Fred Feinberg, John R. Hauser, John Roberts, and Juanjuan Zhang, "The Legacy of John Little for Marketing Science," *Marketing Science*, Vol. 44, No. 3, May-June 2025, pp. 491-495

   o Lead article

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

    o 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

    o 2019 INFORMS Society for Marketing Science Long Term Impact Award
    o 2018 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
    o 2017 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
    o 2016 INFORMS Society for Marketing Science Long Term Impact Award, Finalist
    o 2010 Frank M. Bass Award
    o 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. Hongshen Sun and Juanjuan Zhang, "From Model Choice to Model Belief: Establishing a New Measure for LLM-Based Research"

2. Shiyang Gong, Yuexin Song, and Juanjuan Zhang, "A Genetic Study of Social Influence"

3. Rafael Becerril Arreola and Juanjuan Zhang, "Price as a Signal of Wealth, Revisited"

4. Saiquan Hu, Juanjuan Zhang, and Yuting Zhu, "Beyond Zero: Jump-Starting Sales with a Recommender System for Missing-By-Choice Data"

    o 2024 Gary L. Lilien INFORMS Society for Marketing Science Practice Prize
    o Productized by Minsheng Life Insurance
    o 2022 ASA Statistics in Marketing Doctoral Research Award, Finalist (Yuting Zhu)
    o 2021 Shankar-Spiegel Dissertation Proposal Award, Runner-Up (Yuting Zhu)

5. 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

Lei Huang (Chair)	Ph.D. Candidate in Management, MIT	in progress
Cathy Xi Chen (Committee)	Ph.D. in Management, MIT Placement: Meta	2025
Jason Du (Committee)	Ph.D. in Management, MIT Placement: Rensselaer Polytechnic Institute	2025
Keyan Li (Co-Chair)	Ph.D. in Management, MIT Placement: University of Notre Dame	2024
Yuting Zhu (Chair)	Ph.D. in Management, MIT Placement: National University of Singapore	2022
Jeremy Yang (Co-Chair)	Ph.D. in Management, MIT Placement: Harvard University	2021
Xinyu Cao (Chair)	Ph.D. in Management, MIT Placement: New York University	2018
Huihui Wang (Committee)	Ph.D. in Business Administration, Duke University Placement: Electronic Arts	2016
Shiyang Gong (Co-Chair)	Ph.D. in Business Administration, Tsinghua University Placement: University of International Business and Economics	2015
Song Lin (Committee)	Ph.D. in Management, MIT Placement: Hong Kong University of Science and Technology	2015
Joong Bum Rhim (Committee)	Ph.D. in Electrical Engineering & Computer Science, MIT Placement: GroupM	2014
Daria Dzyabura (Committee)	Ph.D. in Management, MIT Placement: New York University	2012

Cristina Nistor (Committee)	Ph.D. in Management, MIT Placement: Chapman University	2012
Nathan Fong (Committee)	Ph.D. in Management, MIT Placement: Temple University	2011
Monic Sun (Committee)	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

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 Savadkoohi[1]	2012
Chang Bae Park[3], Joao Violante[1]	2011
Andrew Merkin[1], Jun Mo Park[2]	2010

INVITED SEMINAR PRESENTATIONS

1.	University of Minnesota, Carlson School of Management	Apr 2026
2.	University of Southern California, Marshall School of Business	Feb 2026
3.	Northwestern University, Kellogg School of Management	May 2025
4.	Stanford University, Graduate School of Business (Stanford Marketing Camp)	Apr 2025
5.	University of Toronto, Rotman School of Management	Apr 2025
6.	Rice University, Jones Graduate School of Business (Annual Marketing Camp)	Apr 2025
7.	Cornell University, Johnson College of Business	Dec 2024
8.	University of Wisconsin-Madison, Wisconsin School of Business	Oct 2024
9.	Leshan Normal University, School of Computer Science	Jul 2024
10.	Carnegie Mellon University, Tepper School of Business	Dec 2023
11.	Georgetown University, McDonough School of Business	Oct 2023
12.	University of Florida, Warrington College of Business	Oct 2023
13.	University of North Carolina-Chapel Hill, Kenan-Flagler Business School	Oct 2023
14.	University of Colorado Boulder, Leeds School of Business	May 2023
15.	China Computer Federation, Data Science for Uni-Marketing	Apr 2023
16.	University of Pittsburgh, Katz Graduate School of Business (Sheth Research Camp)	Apr 2023
17.	East China Normal University, Shanghai International School of Chief Technology Officer	Jun 2022
18.	Harvard University, Harvard Business School	Apr 2022
19.	Hong Kong Polytechnic University, Faculty of Business	Apr 2022
20.	University of Western Ontario, Ivey Business School	Apr 2022

21.	University of Guelph, Gordon S. Lang School of Business and Economics	Nov 2021
22.	City University of Hong Kong, College of Business	May 2021
23.	Cheung Kong Graduate School of Business	Apr 2021
24.	Peking University, Guanghua School of Management	Apr 2021
25.	University of Science and Technology of China, School of Management	Mar 2021
26.	Temple University, Fox School of Business	Dec 2020
27.	Duke University, Fuqua School of Business	Nov 2020
28.	Asia School of Business	Oct 2020
29.	University of Central Florida, College of Business Administration	Feb 2020
30.	MIT, MIT Sloan School of Management	Feb 2020
31.	Leshan Normal University, School of Economics and Management	Jan 2020
32.	Leshan Normal University, School of Computer Science	Dec 2019
33.	University of Houston, Bauer College of Business	Nov 2019
34.	Temple University, Fox School of Business	Nov 2019
35.	University of Pennsylvania, Wharton School	Oct 2019
36.	London Business School	Jun 2019
37.	University of International Business and Economics	Jun 2019
38.	Tsinghua University, School of Economics and Management	Jun 2019
39.	Tencent	Jun 2019
40.	Fudan University, Fanhai International School of Finance	Jun 2019
41.	University of Southern California, Marshall School of Business	May 2019
42.	University of Texas at Austin, McCombs School of Business	Apr 2019
43.	University College London, School of Management	Apr 2019
44.	University of South Carolina, Darla Moore School of Business	Apr 2019
45.	Northeastern University, D'Amore-McKim School of Business	Mar 2019
46.	University of Connecticut, School of Business	Mar 2019
47.	Fudan University, School of Management	Dec 2018
48.	University of British Columbia, Sauder School of Business	Nov 2018
49.	University of International Business and Economics	Jun 2018
50.	Tsinghua University, School of Economics and Management	Jun 2018
51.	Rice University, Jones Graduate School of Business	May 2018
52.	McGill University, Desautels Faculty of Management	Apr 2018
53.	Boston College, Carroll School of Management (Operations Management)	Apr 2018
54.	Columbia University, Columbia Business School	Mar 2018
55.	Ohio State University, Fisher College of Business	Jan 2018
56.	Microsoft Research Lab – Cambridge	Dec 2017
57.	Georgia Institute of Technology, Scheller College of Business	Dec 2017
58.	Tsinghua University, School of Economics and Management	Jun 2017
59.	MIT, MIT Sloan School of Management (Operations Management)	May 2017
60.	Washington University in St. Louis, Olin School of Business	May 2017
61.	University of Minnesota, Carlson School of Management	Apr 2017
62.	Erasmus University, Rotterdam School of Management	Apr 2016
63.	University of North Carolina-Chapel Hill, Kenan-Flagler Business School	Apr 2016
64.	University of Maryland, Robert H. Smith School of Business	Oct 2015
65.	China Europe International Business School	Jun 2015
66.	Shanghai University of Finance and Economics	Jun 2015
67.	Hong Kong University of Science & Technology, Business School	May 2015
68.	Boston University, School of Management	Apr 2015
69.	Interdisciplinary Center, Arison School of Business	Apr 2015
70.	Cornell University, Johnson Graduate School of Management	Apr 2015
71.	University of Alberta, School of Business	Mar 2015
72.	University of Chicago, Booth School of Business	Mar 2015

73. Johns Hopkins University, Carey Business School — Nov 2014
74. Columbia University, Columbia Business School (Strategy) — Oct 2014
75. Columbia University, Columbia Business School (Marketing) — Sep 2014
76. Microsoft Research Lab – New York City — Aug 2014
77. Beihang University, School of Economics and Management — May 2014
78. Texas A&M University, Mays Business School — Apr 2014
79. Northwestern University, Kellogg School of Management — Apr 2014
80. Lehigh University, College of Business and Economics — Apr 2014
81. Temple University, Fox School of Business — Mar 2014
82. University of Rochester, Simon Graduate School of Business Administration — Feb 2014
83. New York University, Stern School of Business — Feb 2014
84. Yale University, School of Management — Jan 2014
85. Carnegie Mellon University, Tepper School of Business — Oct 2013
86. Cheung Kong Graduate School of Business — Jul 2013
87. Emory University, Goizueta Business School — May 2013
88. University of California, Los Angeles, Anderson School of Management — Jan 2013
89. Tsinghua University, School of Economics and Management — Dec 2012
90. Stanford University, Graduate School of Business — May 2012
91. University of Michigan, Ross School of Business — Apr 2012
92. University of Wisconsin-Madison, Wisconsin School of Business — Mar 2012
93. University of Florida, Warrington College of Business — Mar 2012
94. University of Southern California, Marshall School of Business — Jan 2012
95. California Institute of Technology, Division of the Humanities and Social Sciences — Jan 2012
96. California Institute of Technology, Division of the Humanities and Social Sciences — Jan 2012
97. National University of Singapore, NUS Business School — Dec 2011
98. INSEAD — Dec 2011
99. Erasmus University, Erasmus School of Economics — Nov 2011
100. Tilburg University, Tilburg School of Economics and Management — Nov 2011
101. Dartmouth College, Tuck School of Business — May 2011
102. University of California, San Diego, Rady School of Management — May 2011
103. MIT, MIT Sloan School of Management (Operations Management) — May 2011
104. University of Toronto, Rotman School of Management — May 2011
105. MIT, Department of Economics — Apr 2011
106. University of Pennsylvania, Wharton School — Mar 2011
107. Washington University in St. Louis, Olin School of Business — Mar 2011
108. University of British Columbia, Sauder School of Business — Mar 2011
109. University of Chicago, Graduate School of Business (Guest Ph.D. Lecture) — Jan 2011
110. Goethe University Frankfurt, Goethe Business School — Dec 2010
111. London Business School — Dec 2010
112. INSEAD (Annual Research Camp) — Jun 2010
113. MIT, Department of Economics — Mar 2010
114. University of California, Berkeley, Haas School of Business — Mar 2010
115. MIT, Center for Digital Business — Dec 2009
116. Rensselaer Polytechnic Institute, Lally School of Management and Technology — Mar 2009
117. Northeastern University, Economics Department — Oct 2008
118. MIT, MIT Sloan School of Management — Sep 2008
119. MIT, Department of Economics — Apr 2007
120. MIT, Department of Economics — Mar 2007
121. Dartmouth College, Tuck School of Business — Mar 2007
122. MIT, Department of Economics — Nov 2006
123. MIT, MIT Sloan School of Management — Oct 2006
124. Yale University, School of Management — Mar 2006

125. Stanford University, Graduate School of Business	Mar 2006
126. Hong Kong University of Science & Technology, Business School	Jan 2006
127. National University of Singapore, NUS Business School	Jan 2006
128. Purdue University, Krannert School of Management	Nov 2005
129. University of Chicago, Graduate School of Business	Nov 2005
130. Washington University in St. Louis, Olin School of Business	Nov 2005
131. University of Houston, Bauer College of Business	Oct 2005
132. Duke University, Fuqua School of Business	Oct 2005
133. MIT, MIT Sloan School of Management	Oct 2005
134. Northwestern University, Kellogg School of Management	Oct 2005
135. New York University, Stern School of Business	Oct 2005
136. Texas A&M University, Mays Business School	Oct 2005
137. University of Pennsylvania, Wharton School	Oct 2005
138. Columbia University, Columbia Business School	Oct 2005
139. University of Texas at Dallas, School of Management	Sep 2005
140. University of Minnesota, Carlson School of Management	Sep 2005
141. University of Maryland, Robert H. Smith School of Business	Sep 2005
142. 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
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

Marketing Science Editor-in-Chief Search Committee	2015, 2021
Management Science Data Disclosure Policy Committee	2018

American Marketing Association Tech SIG Advisory Board	2024–present

INFORMS Society for Marketing Science V.P. of Membership	2014–2017

Editorial Review Board

Foundations and Trends in Marketing	2024–present
International Journal of Research in Marketing	2012–2021
Journal of Marketing	2015–2018
Journal of Marketing Research	2011–2016

Marketing Science	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 Subcommittees	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'Arbeloff Fund for Excellence in Education Review Committee	2012