

October 1, 2020

Juanjuan Zhang

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

Phone: (617) 452-2790
Fax: (617) 258-7597
jjzhang@mit.edu
mitmgmtfaculty.mit.edu/jjzhang

ACADEMIC APPOINTMENTS

MIT Sloan School of Management, Massachusetts Institute of Technology

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

EDITORIAL APPOINTMENTS

Marketing Department Editor
Management Science (2016–2019)

Associate Editor
Journal of Marketing Research (2016–2017)
Management Science (2013–2015)
Marketing Science (2015–present)
Quantitative Marketing and Economics (2014–2017)
International Journal of Research in Marketing (ad hoc)

ACADEMIC DEGREES

2001-2006 Ph.D. in Business Administration
University of California, Berkeley

1996-2000 B. Economics (ranked 1st in class)
Tsinghua University

HONORS AND AWARDS (POST-GRADUATION)

2020 MIT System Design and Management Thesis Supervisory Award

2019	INFORMS Society for Marketing Science Long Term Impact Award Winner
2019, 2020	MIT Sloan Excellence in Teaching Award Nominee (MBA Marketing Innovation)
2018	<i>Poets & Quants</i> Top 50 Undergraduate Business Professor
2018	INFORMS Society for Marketing Science Long Term Impact Award Finalist
2018	Marketing Science Institute Scholar
2017	INFORMS Society for Marketing Science Long Term Impact Award Finalist
2016	INFORMS Society for Marketing Science Long Term Impact Award Finalist
2016	John D. C. Little Award Finalist, for the Best Marketing Paper Published in <i>Marketing Science</i> or <i>Management Science</i>
2016	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
2015	<i>Management Science</i> Distinguished Service Award (as Associate Editor)
2015	John D. C. Little Award Finalist, for the Best Marketing Paper Published in <i>Marketing Science</i> or <i>Management Science</i>
2015	AMA Sheth Foundation Doctoral Consortium Faculty Fellow
2015	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
2010, 2014	<i>Management Science</i> Meritorious Service Award
2014	MIT Sloan Jamieson Prize for Excellence in Teaching (Sloan's highest teaching honor)
2014	AMA Sheth Foundation Doctoral Consortium Faculty Fellow
2014	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
2011-2013	<i>Management Science</i> Distinguished Service Award
2013	MIT Sloan Excellence in Teaching Award Nominee (MBA Marketing Management)
2012	John D. C. Little Award Finalist, for the Best Marketing Paper Published in <i>Marketing Science</i> or <i>Management Science</i>
2012	MIT System Design and Management Thesis Supervisory Award
2012	MIT Sloan Excellence in Teaching Award Nominee (UG Marketing Management)
2011	Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS Journals
2011	John D. C. Little Award Finalist, for the Best Marketing Paper Published in <i>Marketing Science</i> or <i>Management Science</i>
2011	MIT Everett Moore Baker Memorial Teaching Award Nominee
2011	Marketing Science Institute Young Scholar
2010	MIT d'Arbeloff Fund for Excellence in Education
2009	<i>Management Science</i> Distinguished Service Award

RESEARCH INTERESTS

Quantitative marketing
 Incentive design
 Emerging markets

PUBLICATIONS (PEER-REVIEWED)

1. "Preference Learning and Demand Forecast" (with Xinyu Cao)
Marketing Science, forthcoming.
2. "Tweeting as a Marketing Tool - Field Experiment in the TV Industry" (with Shiyang Gong, Ping Zhao & Xuping Jiang)
Journal of Marketing Research, Vol. 54, No. 6, December 2017, pp. 833-850, lead article.
3. "Deadlines in Product Development"
Management Science, Vol. 62, No. 11, November 2016, pp. 3310-3326.

4. "Learning from Experience, Simply" (with Song Lin & John Hauser)
Marketing Science, Vol. 34, No. 1, January-February 2015, pp. 1-19, lead article.
 - o 2015 John D. C. Little Award Finalist
5. "Why Do Sales People Spend So Much Time Lobbying for Low Prices?" (with Duncan Simester)
Marketing Science, Vol. 33, No. 6, November-December 2014, pp. 796-808.
 - o 2014 John D. C. Little Award Finalist
6. "Days on Market and Home Sales" (with Catherine Tucker & Ting Zhu)
RAND Journal of Economics, Vol. 44, No. 2, Summer 2013, pp. 337-360.
7. "(De)marketing to Manage Consumer Quality Inferences" (with Jeanine Miklós-Thal)
Journal of Marketing Research, Vol. 50, No. 1, February 2013, pp. 55-69.
8. "Consumer Deliberation and Product Line Design" (with Liang Guo)
Marketing Science, Vol. 31, No. 6, November-December 2012, pp. 995-1007.
9. "Rational Herding in Microloan Markets" (with Peng Liu)
Management Science, Vol. 58, No. 5, May 2012, pp. 892-912.
10. "How Does Popularity Information Affect Choices? A Field Experiment" (with Catherine Tucker)
Management Science, Vol. 57, No. 5, May 2011, pp. 828-842.
11. "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
12. "Why Are Bad Products So Hard to Kill?" (with Duncan Simester)
Management Science, Vol. 56, No. 7, July 2010, pp. 1161-1179.
13. "Growing Two-Sided Networks by Advertising the User Base: A Field Experiment" (with Catherine Tucker)
Marketing Science, Vol. 29, No. 5, September-October 2010, pp. 805-814.
14. "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 Winner
 - 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
15. "Designing Pricing Contracts for Boundedly Rational Customers: Does the Framing of the Fixed Fee Matter?" (with Teck-Hua Ho)
Management Science, Vol. 54, No. 4, April 2008, pp. 686-700.

SELECTED WORKING PAPERS

1. "First Law of Motion: Influencer Video Advertising on TikTok" (with Jeremy Yang & Yuhan Zhang)
2. "Predicting Sales Performance from Genomic Data" (with Shiyang Gong, Qian Li & Song Su)
3. "Knowledge Acquisition is a Moral Duty" (with Shiyang Gong & Bo Jiang)
4. "Back to the Future" (with Saiquan Hu and Jin Zhang)
5. "Policy and Inference: The Case of Product Labeling"

BOOK CHAPTERS (PEER-REVIEWED)

- "Economic Foundations of Marketing Strategy" (with J. Miguel Villas-Boas)
The Routledge Companion to Strategic Marketing, Bodo B. Schlegelmilch & Russell S Winer (Ed.), forthcoming.
- "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 (15.814) Marketing Management for MBA Students (15.810) Marketing Management for Undergrad & Non-MBA Grad Students (15.812) Doctoral Seminar in Marketing (15.838, 15.840) 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/COMMITTEES

Keyan Li	Ph.D. Student in Marketing, MIT
Yuting Zhu	Ph.D. Candidate in Marketing, MIT
Jeremy Yang	Ph.D. Candidate in Marketing, MIT
Xinyu Cao	Ph.D. in Marketing, MIT, 2018 Placement: New York University
Huihui Wang	Ph.D. in Marketing, Duke University, 2016 Placement: Electronic Arts

Shiyang Gong	Ph.D. in Marketing, Tsinghua University, 2015 Placement: University of International Business and Economics
Song Lin	Ph.D. in Management Science, MIT, 2015 Placement: Hong Kong University of Science & Technology
Joong Bum Rhim	Ph.D. in Electrical Engineering and Computer Science, MIT, 2014 Placement: GroupM
Daria Dzyabura	Ph.D. in Management Science, MIT, 2012 Placement: New York University
Cristina Nistor	Ph.D. in Marketing, MIT, 2012 Placement: Chapman University
Nathan Fong	Ph.D. in Marketing, MIT, 2011 Placement: Temple University
Monic Sun	Ph.D. in Economics, Boston University, 2008 Placement: Stanford University

MASTER'S THESIS ADVISING

Jessie Boxin Mou	M.S. in Management Studies, MIT, 2020
Anping Wang	M.S. in Integrated Design & Management, MIT, 2020
Sofia Blumeneweig	M.S. in Integrated Design & Management, MIT, 2020
Umesh Jain	M.S. in System Design and Management, MIT, 2020
Xiaoxuan Song	M.S. in Management Studies, MIT, 2018
Kanishka Nohria	M.S. in Engineering and Management, MIT, 2018
Swati Shah	M.S. in Engineering and Management, MIT, 2018
Youngsoo Bae	M.S. in Management Studies, MIT, 2016
Liam James O'Dea	M.S. in Management Studies, MIT, 2016
Loubna Berrada	M.S. in Management Studies, MIT, 2016
Alora Chen	M.S. in Management Studies, MIT, 2016
Richard Zhang	M.S. in Engineering and Management, MIT, 2016
Gunjan Paliwal	M.S. in Management Studies, MIT, 2015
Hazel Yang	M.S. in Management Studies, MIT, 2015
Ruthu Sreebashyam	M.S. in Engineering and Management, MIT, 2014
Farnaz Barary Savadkoohi	M.S. in Management Studies, MIT, 2012
Chang Bae Park	M.S. in Engineering and Management, MIT, 2011
Joao Violante	M.S. in Management Studies, MIT, 2011
Andrew Merkin	M.S. in Management Studies, MIT, 2010
Jun Mo Park	Master of Business Administration, MIT, 2010

INVITED SEMINAR PRESENTATIONS

1. Temple University, Fox School of Business, December 2020
2. Duke University, Fuqua School of Business, November 2020
3. Asia School of Business, October 2020
4. University of Central Florida, College of Business Administration, February 2020
5. MIT, MIT Sloan School of Management, February 2020

6. Carnegie Mellon University, Tepper School of Business, to be rescheduled
7. Leshan Normal University, School of Economics and Management, January 2020
8. Leshan Normal University, School of Computer Science, December 2019
9. University of Houston, Bauer College of Business, November 2019
10. Temple University, Fox School of Business, November 2019
11. University of Pennsylvania, Wharton School, October 2019
12. London Business School, June 2019
13. University of International Business and Economics, June 2019
14. Tsinghua University, School of Economics and Management, June 2019
15. Fudan University, Fanhai International School of Finance, June 2019
16. University of Southern California, Marshall School of Business, May 2019
17. University of Texas at Austin, McCombs School of Business, April 2019
18. University College London, School of Management, April 2019
19. University of South Carolina, Darla Moore School of Business, April 2019
20. Northeastern University, D'Amore-McKim School of Business, March 2019
21. University of Connecticut, School of Business, March 2019
22. University of British Columbia, Sauder School of Business, November 2018
23. University of International Business and Economics, June 2018
24. Tsinghua University, School of Economics and Management, June 2018
25. Rice University, Jones Graduate School of Business, May 2018
26. McGill University, Desautels Faculty of Management, April 2018
27. Boston College, Carroll School of Management (Operations Management), April 2018
28. Columbia University, Columbia Business School, March 2018
29. Ohio State University, Fisher College of Business, January 2018
30. Microsoft Research Lab - Cambridge, December 2017
31. Georgia Institute of Technology, Scheller College of Business, December 2017
32. Tsinghua University, School of Economics and Management, June 2017
33. MIT, MIT Sloan School of Management (Operations Management), May 2017
34. Washington University in St. Louis, Olin School of Business, May 2017
35. University of Minnesota, Carlson School of Management, April 2017
36. Erasmus University, Rotterdam School of Management, April 2016
37. University of North Carolina-Chapel Hill, Kenan-Flagler Business School, April 2016
38. University of Maryland, Robert H. Smith School of Business, October 2015
39. China Europe International Business School, June 2015
40. Shanghai University of Finance and Economics, June 2015
41. Hong Kong University of Science & Technology, Business School, May 2015
42. Boston University, School of Management, April 2015
43. Interdisciplinary Center, Arison School of Business, April 2015
44. Cornell University, Johnson Graduate School of Management, April 2015
45. University of Alberta, School of Business, March 2015
46. University of Chicago, Booth School of Business, March 2015
47. Johns Hopkins University, Carey Business School, November 2014
48. Columbia University, Columbia Business School (Strategy), October 2014
49. Columbia University, Columbia Business School (Marketing), September 2014
50. Microsoft Research Lab - New York City, August 2014
51. Beihang University, School of Economics and Management, May 2014
52. Texas A&M University, Mays Business School, April 2014
53. Northwestern University, Kellogg School of Management, April 2014
54. Lehigh University, College of Business and Economics, April 2014
55. Temple University, Fox School of Business, March 2014
56. University of Rochester, Simon Graduate School of Business Administration, February 2014
57. New York University, Stern School of Business, February 2014
58. Yale University, School of Management, January 2014
59. Carnegie Mellon University, Tepper School of Business, October 2013
60. Cheung Kong Graduate School of Business, July 2013

61. Emory University, Goizueta Business School, May 2013
62. University of California, Los Angeles, Anderson School of Management, January 2013
63. Tsinghua University, School of Economics and Management, December 2012
64. Stanford University, Graduate School of Business, May 2012
65. University of Michigan, Ross School of Business, April 2012
66. University of Wisconsin-Madison, Wisconsin School of Business, March 2012
67. University of Florida, Warrington College of Business Administration, March 2012
68. University of Southern California, Marshall School of Business, January 2012
69. California Institute of Technology, Division of the Humanities and Social Sciences, January 2012
70. California Institute of Technology, Division of the Humanities and Social Sciences, January 2012
71. National University of Singapore, NUS Business School, December 2011
72. INSEAD, December 2011
73. Erasmus University, Erasmus School of Economics, November 2011
74. Tilburg University, Tilburg School of Economics and Management, November 2011
75. Dartmouth College, Tuck School of Business, May 2011
76. University of California, San Diego, Rady School of Management, May 2011
77. MIT, MIT Sloan School of Management (Operations Management), May 2011
78. University of Toronto, Rotman School of Management, May 2011
79. MIT, Department of Economics, April 2011
80. University of Pennsylvania, Wharton School, March 2011
81. Washington University in St. Louis, Olin School of Business, March 2011
82. University of British Columbia, Sauder School of Business, March 2011
83. University of Chicago, Graduate School of Business (Guest PhD Lecture), January 2011
84. Goethe University Frankfurt, Goethe Business School, December 2010
85. London Business School, December 2010
86. INSEAD (Annual Research Camp), June 2010
87. MIT, Department of Economics, March 2010
88. University of California, Berkeley, Haas School of Business, March 2010
89. MIT, Center for Digital Business, December 2009
90. Rensselaer Polytechnic Institute, Lally School of Management and Technology, March 2009
91. Northeastern University, Economics Department, October 2008
92. MIT, MIT Sloan School of Management, September 2008
93. MIT, Department of Economics, April 2007
94. MIT, Department of Economics, March 2007
95. Dartmouth College, Tuck School of Business, March 2007
96. MIT, Department of Economics, November 2006
97. MIT, MIT Sloan School of Management, October 2006
98. Yale University, School of Management, March 2006
99. Stanford University, Graduate School of Business, March 2006
100. Hong Kong University of Science & Technology, Business School, January 2006
101. National University of Singapore, NUS Business School, January 2006
102. Purdue University, Krannert School of Management, November 2005
103. University of Chicago, Graduate School of Business, November 2005
104. Washington University in St. Louis, Olin School of Business, November 2005
105. University of Houston, Bauer College of Business, October 2005
106. Duke University, Fuqua School of Business, October 2005
107. MIT, MIT Sloan School of Management, October 2005
108. Northwestern University, Kellogg School of Management, October 2005
109. New York University, Stern School of Business, October 2005
110. Texas A&M University, Mays Business School, October 2005
111. University of Pennsylvania, Wharton School, October 2005
112. Columbia University, Columbia Business School, October 2005
113. University of Texas at Dallas, School of Management, September 2005
114. University of Minnesota, Carlson School of Management, September 2005
115. University of Maryland, Robert H. Smith School of Business, September 2005

CONFERENCE PRESENTATIONS

1. Data Science Challenges in Management and Decision Sciences Workshop, Cambridge, MA, 2020
2. Haring Symposium, Kelley School of Business, 2020 (Distinguished Speaker)
3. Marketing Science Institute Scholars Conference, Breckenridge, CO, 2018
4. China Marketing International Conference, Shanghai, China, 2018 (Keynote)
5. Summer Institute in Competitive Strategy, Berkeley, CA, 2016
6. INFORMS Marketing Science Conference Doctoral Consortium, Baltimore, MA, 2015
7. Young Marketing Scholar Association of China Inaugural Workshop, Shanghai, China, 2015
8. Big Data and Marketing Analytics Conference, Chicago, IL, 2014
9. Conference on Digital Experimentation, Cambridge, MA, 2014
10. AMA Sheth Foundation Doctoral Consortium, Evanston, IL, 2014
11. INFORMS Marketing Science Conference, Atlanta, GA, 2014
12. INFORMS Marketing Science Conference Doctoral Consortium, Atlanta, GA, 2014
13. Customer Insights Conference, New Haven, CT, 2014
14. Workshop on Social and Business Analytics, Austin, TX, 2014
15. Quantitative Marketing and Economics Conference, Chicago, IL, 2013
16. China India Insights Conference, New York, NY, 2013
17. ZEW (Centre for European Economic Research) Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, 2013 (Keynote Lecture)
18. Marketing-Industrial Organization Conference, New York, NY, 2013
19. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2013
20. Allied Social Science Associations Annual Meeting, San Diego, CA, 2013
21. Northeast Marketing Conference, Boston, MA, 2012
22. Marketing Science Emerging Markets Conference, Philadelphia, PA, 2012
23. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2012
24. China India Insights Conference, New Haven, CT, 2012
25. Summer Institute in Competitive Strategy, Berkeley, CA, 2012
26. Cheung Kong Graduate School of Business Marketing Research Forum, Beijing, China, 2012
27. INFORMS International Conference, Beijing, China, 2012
28. Workshop on the Economics of Advertising and Marketing, Beijing, China, 2012
29. MIT Micro @ Sloan Conference, Cambridge, MA, 2012
30. INFORMS Marketing Science Conference, Boston, MA, 2012
31. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2012
32. MIT Micro @ Sloan Conference, Cambridge, MA, 2011
33. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2011
34. Summer Institute in Competitive Strategy, Berkeley, CA, 2011
35. INFORMS Marketing Science Conference, Houston, TX, 2011
36. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2011
37. MSI Young Scholars Program, Park City, UT, 2011
38. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2010
39. NBER Summer Workshop on IT and Economics, Cambridge, MA, 2010
40. Summer Institute in Competitive Strategy, Berkeley, CA, 2010
41. Summer Institute in Competitive Strategy, Berkeley, CA, 2010 (discussant)
42. INFORMS Marketing Science Conference, Cologne, Germany, 2010
43. NET Institute Conference, New York, NY, 2010
44. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2010
45. Summer Institute in Competitive Strategy, Berkeley, CA, 2009
46. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2009
47. INFORMS Marketing Science Conference, Ann Arbor, MI, 2009
48. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2009

49. The Future of Digital Advertising Conference, Cambridge, MA, 2008
50. INFORMS Marketing Science Conference, Vancouver, Canada, 2008
51. Northeast Marketing Conference, Boston, MA, 2007
52. Summer Institute in Competitive Strategy, Berkeley, CA, 2007
53. INFORMS Marketing Science Conference, Singapore, 2007
54. INFORMS Marketing Science Conference, Pittsburgh, PA, 2006
55. INFORMS Marketing Science Conference, Rotterdam, the Netherlands, 2004

PROFESSIONAL SERVICE (ALSO SEE PAGE 1 OF CV)

Editorial Review Board

International Journal of Research in Marketing (2012–present)
Journal of Marketing (2015–2018)
Journal of Marketing Research (2011–2016)
Marketing Science (2014–2015)
Quantitative Marketing and Economics (2017–present)

Referee

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 Network Economics

Reviewer/Selection Committee for Awards and Grants

Dick Wittink Prize
 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

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

Marketing Science Editor-in-Chief Search Committee (2015)

Management Science Data Disclosure Policy Committee (2018)

Conference Organization

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

Conference Board

2018 Workshop on Multi-Armed Bandits and Learning Algorithms
 2017 China-India Insights Conference

2015 Mobile, Social Media, and Big Data: Korea Symposium
2015 New York Univ. Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics
2015 Mobile Targeting, Big Data, and E-Commerce Social Media Germany Symposium
2014 Big Data Marketing Analytics Greater-China Symposium
2013 Summer Interdisciplinary Conference on Marketing, Strategy, and Information Systems

MAJOR MIT SERVICE

2020-present MIT Schwarzman College of Computing – Sloan Joint Search Committee
2019-2020 MIT Sloan Business Analytics Advisory Committee
2018-present Asia School of Business Advisory Committee
2017-present MIT Sloan Global Programs Faculty Director
2017-present MIT Sloan Global Initiatives Committee
2016-2017 MIT Sloan Marketing PhD Program Head
2015-2019 MIT Sloan Undergraduate Education Committee
2015-2016 MIT Sloan International Advanced Management Program Committee
2015-2016 Asia School of Business Director Search Committee
2015-2016 MIT Sloan Database Committee
2014-2015 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-present MIT Sloan Faculty Personnel Subcommittee
2013-present MIT Sloan Faculty Personnel Committee
2013-present MIT Sloan Policy Committee
2012-2013 MIT Sloan Undergraduate Education Committee
2012 MIT d'Arbelloff Fund for Excellence in Education Review Committee