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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, <i>Management Science</i>	2016-2019
Associate Editor, <i>Marketing Science</i>	2015-present
Associate Editor, <i>Quantitative Marketing and Economics</i>	2014-present
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

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

INFORMS Society for Marketing Science Long Term Impact Award	2019
INFORMS Society for Marketing Science Long Term Impact Award, Finalist	2016, 2017, 2018
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 Published in INFORMS Journals	2011

Education

MSI Alden G. Clayton Doctoral Dissertation Proposal Award (Jeremy Yang)	2020
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'Arbeloff Fund for Excellence in Education	2010

Service

<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

INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow	2014, 2015, 2016, 2021
Tsinghua University Class of 2000 Outstanding 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

Quantitative marketing, incentive design, emerging markets

PUBLICATIONS

1. Xinyu Cao and Juanjuan Zhang, "Preference Learning and Demand Forecast," *Marketing Science*, Vol. 40, No. 1, January-February 2021, pp. 62-79.
2. 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.
 - o Lead article
3. Juanjuan Zhang, "Deadlines in Product Development," *Management Science*, Vol. 62, No. 11, November 2016, pp. 3310-3326.
4. Song Lin, Juanjuan Zhang, and John Hauser, "Learning from Experience, Simply," *Marketing Science*, Vol. 34, No. 1, January-February 2015, pp. 1-19.
 - o Lead article
 - o 2015 John D. C. Little Award Finalist

5. 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
6. 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.
7. 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.
8. Liang Guo and Juanjuan Zhang, "Consumer Deliberation and Product Line Design," *Marketing Science*, Vol. 31, No. 6, November-December 2012, pp. 995-1007.
9. Juanjuan Zhang and Peng Liu, "Rational Herding in Microloan Markets," *Management Science*, Vol. 58, No. 5, May 2012, pp. 892-912.
10. 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.
11. 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
12. Duncan Simester and Juanjuan Zhang, "Why Are Bad Products So Hard to Kill?" *Management Science*, Vol. 56, No. 7, July 2010, pp. 1161-1179.
13. 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.
14. 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
15. 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. Saiquan Hu, Juanjuan Zhang, and Yuting Zhu, "Zero to One: Sales Prospecting with Augmented Recommendation"

2. Jeremy Yang, Juanjuan Zhang, and Yuhan Zhang, "First Law of Motion: Influencer Video Advertising on TikTok"
 - o 2020 MSI Alden G. Clayton Doctoral Dissertation Proposal Award (Jeremy Yang)
3. Shiyang Gong, Qian Li, Song Su, and Juanjuan Zhang, "Genes and Sales"
4. Shiyang Gong, Bo Jiang, and Juanjuan Zhang, "Knowledge Acquisition is a Moral Duty"
5. Saiquan Hu, Jin Zhang, Juanjuan Zhang, and Xiaoying Zheng, "Back to the Future"
6. 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

Keyan Li	Ph.D. Candidate in Management, MIT	in progress
Yuting Zhu	Ph.D. Candidate in Management, MIT	expected 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 Eng. and 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

Denise Lim	M.S. in Management Studies, MIT	2021
Saemi Kim	M.S. in Management Studies, MIT	2021
Xinya Liu	M.S. in Management Studies, MIT	2021
Jessie Boxin Mou	M.S. in Management Studies, MIT	2020
Anping Wang	M.S. in Integrated Design and Management, MIT	2020
Sofia Blumencweig	M.S. in Integrated Design and 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. City University of Hong Kong, College of Business May 2021
2. Cheung Kong Graduate School of Business Apr 2021
3. Peking University, Guanghua School of Management Apr 2021

4.	University of Science and Technology of China, School of Management	Mar 2021
5.	Temple University, Fox School of Business	Dec 2020
6.	Duke University, Fuqua School of Business	Nov 2020
7.	Asia School of Business	Oct 2020
8.	University of Central Florida, College of Business Administration	Feb 2020
9.	MIT, MIT Sloan School of Management	Feb 2020
10.	Leshan Normal University, School of Economics and Management	Jan 2020
11.	Leshan Normal University, School of Computer Science	Dec 2019
12.	University of Houston, Bauer College of Business	Nov 2019
13.	Temple University, Fox School of Business	Nov 2019
14.	University of Pennsylvania, Wharton School	Oct 2019
15.	London Business School	Jun 2019
16.	University of International Business and Economics	Jun 2019
17.	Tsinghua University, School of Economics and Management	Jun 2019
18.	Tencent	Jun 2019
19.	Fudan University, Fanhai International School of Finance	Jun 2019
20.	University of Southern California, Marshall School of Business	May 2019
21.	University of Texas at Austin, McCombs School of Business	Apr 2019
22.	University College London, School of Management	Apr 2019
23.	University of South Carolina, Darla Moore School of Business	Apr 2019
24.	Northeastern University, D'Amore-McKim School of Business	Mar 2019
25.	University of Connecticut, School of Business	Mar 2019
26.	Fudan University, School of Management	Dec 2018
27.	University of British Columbia, Sauder School of Business	Nov 2018
28.	University of International Business and Economics	Jun 2018
29.	Tsinghua University, School of Economics and Management	Jun 2018
30.	Rice University, Jones Graduate School of Business	May 2018
31.	McGill University, Desautels Faculty of Management	Apr 2018
32.	Boston College, Carroll School of Management (Operations Management)	Apr 2018
33.	Columbia University, Columbia Business School	Mar 2018
34.	Ohio State University, Fisher College of Business	Jan 2018
35.	Microsoft Research Lab - Cambridge	Dec 2017
36.	Georgia Institute of Technology, Scheller College of Business	Dec 2017
37.	Tsinghua University, School of Economics and Management	Jun 2017
38.	MIT, MIT Sloan School of Management (Operations Management)	May 2017
39.	Washington University in St. Louis, Olin School of Business	May 2017
40.	University of Minnesota, Carlson School of Management	Apr 2017
41.	Erasmus University, Rotterdam School of Management	Apr 2016
42.	University of North Carolina-Chapel Hill, Kenan-Flagler Business School	Apr 2016
43.	University of Maryland, Robert H. Smith School of Business	Oct 2015
44.	China Europe International Business School	Jun 2015
45.	Shanghai University of Finance and Economics	Jun 2015
46.	Hong Kong University of Science & Technology, Business School	May 2015
47.	Boston University, School of Management	Apr 2015
48.	Interdisciplinary Center, Arison School of Business	Apr 2015
49.	Cornell University, Johnson Graduate School of Management	Apr 2015
50.	University of Alberta, School of Business	Mar 2015
51.	University of Chicago, Booth School of Business	Mar 2015
52.	Johns Hopkins University, Carey Business School	Nov 2014
53.	Columbia University, Columbia Business School (Strategy)	Oct 2014
54.	Columbia University, Columbia Business School (Marketing)	Sep 2014
55.	Microsoft Research Lab - New York City	Aug 2014

56. Beihang University, School of Economics and Management	May 2014
57. Texas A&M University, Mays Business School	Apr 2014
58. Northwestern University, Kellogg School of Management	Apr 2014
59. Lehigh University, College of Business and Economics	Apr 2014
60. Temple University, Fox School of Business	Mar 2014
61. University of Rochester, Simon Graduate School of Business Administration	Feb 2014
62. New York University, Stern School of Business	Feb 2014
63. Yale University, School of Management	Jan 2014
64. Carnegie Mellon University, Tepper School of Business	Oct 2013
65. Cheung Kong Graduate School of Business	Jul 2013
66. Emory University, Goizueta Business School	May 2013
67. University of California, Los Angeles, Anderson School of Management	Jan 2013
68. Tsinghua University, School of Economics and Management	Dec 2012
69. Stanford University, Graduate School of Business	May 2012
70. University of Michigan, Ross School of Business	Apr 2012
71. University of Wisconsin-Madison, Wisconsin School of Business	Mar 2012
72. University of Florida, Warrington College of Business Administration	Mar 2012
73. University of Southern California, Marshall School of Business	Jan 2012
74. California Institute of Technology, Division of the Humanities and Social Sciences	Jan 2012
75. California Institute of Technology, Division of the Humanities and Social Sciences	Jan 2012
76. National University of Singapore, NUS Business School	Dec 2011
77. INSEAD	Dec 2011
78. Erasmus University, Erasmus School of Economics	Nov 2011
79. Tilburg University, Tilburg School of Economics and Management	Nov 2011
80. Dartmouth College, Tuck School of Business	May 2011
81. University of California, San Diego, Rady School of Management	May 2011
82. MIT, MIT Sloan School of Management (Operations Management)	May 2011
83. University of Toronto, Rotman School of Management	May 2011
84. MIT, Department of Economics	Apr 2011
85. University of Pennsylvania, Wharton School	Mar 2011
86. Washington University in St. Louis, Olin School of Business	Mar 2011
87. University of British Columbia, Sauder School of Business	Mar 2011
88. University of Chicago, Graduate School of Business (Guest PhD Lecture)	Jan 2011
89. Goethe University Frankfurt, Goethe Business School	Dec 2010
90. London Business School	Dec 2010
91. INSEAD (Annual Research Camp)	Jun 2010
92. MIT, Department of Economics	Mar 2010
93. University of California, Berkeley, Haas School of Business	Mar 2010
94. MIT, Center for Digital Business	Dec 2009
95. Rensselaer Polytechnic Institute, Lally School of Management and Technology	Mar 2009
96. Northeastern University, Economics Department	Oct 2008
97. MIT, MIT Sloan School of Management	Sep 2008
98. MIT, Department of Economics	Apr 2007
99. MIT, Department of Economics	Mar 2007
100. Dartmouth College, Tuck School of Business	Mar 2007
101. MIT, Department of Economics	Nov 2006
102. MIT, MIT Sloan School of Management	Oct 2006
103. Yale University, School of Management	Mar 2006
104. Stanford University, Graduate School of Business	Mar 2006
105. Hong Kong University of Science & Technology, Business School	Jan 2006
106. National University of Singapore, NUS Business School	Jan 2006
107. Purdue University, Krannert School of Management	Nov 2005

108. University of Chicago, Graduate School of Business	Nov 2005
109. Washington University in St. Louis, Olin School of Business	Nov 2005
110. University of Houston, Bauer College of Business	Oct 2005
111. Duke University, Fuqua School of Business	Oct 2005
112. MIT, MIT Sloan School of Management	Oct 2005
113. Northwestern University, Kellogg School of Management	Oct 2005
114. New York University, Stern School of Business	Oct 2005
115. Texas A&M University, Mays Business School	Oct 2005
116. University of Pennsylvania, Wharton School	Oct 2005
117. Columbia University, Columbia Business School	Oct 2005
118. University of Texas at Dallas, School of Management	Sep 2005
119. University of Minnesota, Carlson School of Management	Sep 2005
120. University of Maryland, Robert H. Smith School of Business	Sep 2005
121. University of California, Berkeley, Economics Department	Nov 2004

CONFERENCE PRESENTATIONS

1. INFORMS Marketing Science Conference Doctoral Consortium, virtual	2021
2. Haring Symposium, Kelley School of Business (Distinguished Speaker), virtual	2020
3. Marketing Science Institute Scholars Conference, Breckenridge, CO	2018
4. China Marketing International Conference (Keynote), Shanghai, China	2018
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 (Keynote Lecture), Mannheim, Germany	2013
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 (discussant), Berkeley, CA	2010
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)

Journal Committee

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

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

<i>Quantitative Marketing and Economics</i>	2017–present
<i>International Journal of Research in Marketing</i>	2012–present
<i>Journal of Marketing</i>	2015–2018
<i>Journal of Marketing Research</i>	2011–2016
<i>Marketing Science</i>	2014–2015

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

Conference Organization

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

Conference Board

Workshop on Multi-Armed Bandits and Learning Algorithms	2018
China-India Insights Conference	2017
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	2015
Big Data Marketing Analytics Greater-China Symposium	2014
Summer Interdisciplinary Conference on Marketing, Strategy, and Information Systems	2013

MAJOR MIT SERVICE

Asia School of Business Advisory Committee	2018-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 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 PhD 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