

December, 2016

Juanjuan Zhang

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ACADEMIC APPOINTMENTS

MIT Sloan School of Management, Massachusetts Institute of Technology

2015-present Professor of Marketing
2014-present 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

Department Editor
Management Science (2016–present)

Associate Editor
Journal of Marketing Research (2016–present)
Management Science (2013–2015)
Marketing Science (2015–present)
Quantitative Marketing and Economics (2014–present)
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)

2016 Finalist, INFORMS Society for Marketing Science Long Term Impact Award
2016 Finalist, John D. C. Little Award for the Best Marketing Paper Published in *Marketing Science* or *Management Science*

2016	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
2015	<i>Management Science</i> Distinguished Service Award (as Associate Editor)
2015	Finalist, John D. C. Little Award 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
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	Nominee, MIT Sloan Excellence in Teaching Award (MBA Marketing Management)
2012	Finalist, John D. C. Little Award 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	Nominee, MIT Sloan Excellence in Teaching Award (UG Marketing Management)
2011	Winner, Frank M. Bass Award for the Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS Journals
2011	Finalist, John D. C. Little Award for the Best Marketing Paper Published in <i>Marketing Science</i> or <i>Management Science</i>
2011	Nominee, MIT Everett Moore Baker Memorial Teaching Award
2011	Marketing Science Institute Young Scholar
2010	MIT d'Arbeloff Fund for Excellence in Education
2010	<i>Management Science</i> Meritorious Service Award
2009	<i>Management Science</i> Distinguished Service Award

RESEARCH INTERESTS

Observational learning
 Incentives and learning
 Social interaction
 Emerging markets

PUBLICATIONS (PEER-REVIEWED)

1. "Tweeting as a Marketing Tool - Field Experiment in the TV Industry" (with Shiyang Gong, Ping Zhao & Xuping Jiang)
Journal of Marketing Research, forthcoming
2. "Deadlines in Product Development"
Management Science, Vol. 62, No. 11, November 2016, pp. 3310-3326.
3. "Learning from Experience, Simply" (with Song Lin & John Hauser)
Marketing Science, Vol. 34, No. 1, January-February 2015, pp. 1-19, lead article.
 - o Finalist, 2015 John D. C. Little Award
4. "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 Finalist, 2014 John D. C. Little Award

5. "Days on Market and Home Sales" (with Catherine Tucker & Ting Zhu)
RAND Journal of Economics, Vol. 44, No. 2, Summer 2013, pp. 337-360.
6. "(De)marketing to Manage Consumer Quality Inferences" (with Jeanine Miklós-Thal)
Journal of Marketing Research, Vol. 50, No. 1, February 2013, pp. 55-69.
7. "Consumer Deliberation and Product Line Design" (with Liang Guo)
Marketing Science, Vol. 31, No. 6, November-December 2012, pp. 995-1007.
8. "Rational Herding in Microloan Markets" (with Peng Liu)
Management Science, Vol. 58, No. 5, May 2012, pp. 892-912.
9. "How Does Popularity Information Affect Choices? A Field Experiment" (with Catherine Tucker)
Management Science, Vol. 57, No. 5, May 2011, pp. 828-842.
10. "The Perils of Behavior-Based Personalization"
Marketing Science, Vol. 30, No. 1, January-February 2011, pp. 170-186.
 - Finalist, 2011 John D. C. Little Award
11. "Why Are Bad Products So Hard to Kill?" (with Duncan Simester)
Management Science, Vol. 56, No. 7, July 2010, pp. 1161-1179.
12. "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.
13. "The Sound of Silence: Observational Learning in the U.S. Kidney Market"
Marketing Science, Vol. 29, No. 2, March-April 2010, pp. 315-335.
 - Finalist, 2016 INFORMS Society for Marketing Science Long Term Impact Award
 - Winner, 2010 Frank M. Bass Award
 - Finalist, 2010 John D. C. Little Award
14. "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. "Policy and Inference: The Case of Product Labeling"
2. "The Past" (with Saiquan Hu and Jin Zhang)
3. "Rational Spamming" (with Xinyu Cao, John Hauser & Tony Ke)

BOOK CHAPTERS (PEER-REVIEWED)

- "Observational Learning: The Sound of Silence"
Encyclopedia of the Sciences of Learning, Norbert M. Seel (Ed.), Springer 2012.

TEACHING

MIT	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) MIT Sloan Executive Education Epoch Foundation Fudan University EMBA Program MIT-China Management Education Program Strategy and Innovation for Businesses in Asia Tsinghua University EMBA Program Yunnan University EMBA Program
Tsinghua University	Topics in Marketing Science for Doctoral Students (guest-lecturing)
Caltech	Topics in Marketing Science (guest-lecturing)

DOCTORAL THESIS COMMITTEES

Xinyu Cao	Ph.D. in Marketing, MIT, 2018 (expected)
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 (Beijing)
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

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. MIT, MIT Sloan School of Management (Operations Management), May 2017
2. Washington University in St. Louis, Olin School of Business, May 2017
3. University of Minnesota, Carlson School of Management, April 2017
4. Carnegie Mellon University, Heinz College, March 2017
5. Erasmus University, Rotterdam School of Management, April 2016
6. University of North Carolina-Chapel Hill, Kenan-Flagler Business School, April 2016
7. University of Maryland, Robert H. Smith School of Business, October 2015
8. China Europe International Business School, June 2015
9. Shanghai University of Finance and Economics, June 2015
10. Hong Kong University of Science & Technology, Business School, May 2015
11. Boston University, School of Management, April 2015
12. Interdisciplinary Center, Arison School of Business, April 2015
13. Cornell University, Johnson Graduate School of Management, April 2015
14. University of Alberta, School of Business, March 2015
15. University of Chicago, Booth School of Business, March 2015
16. Johns Hopkins University, Carey Business School, November 2014
17. Columbia University, Columbia Business School (Strategy), October 2014
18. Columbia University, Columbia Business School (Marketing), September 2014
19. Microsoft Research, August 2014
20. Beihang University, School of Economics and Management, May 2014
21. Texas A&M University, Mays Business School, April 2014
22. Northwestern University, Kellogg School of Management, April 2014
23. Lehigh University, College of Business and Economics, April 2014
24. Temple University, Fox School of Business, March 2014
25. University of Rochester, Simon Graduate School of Business Administration, February 2014
26. New York University, Stern School of Business, February 2014
27. Yale University, School of Management, January 2014
28. Carnegie Mellon University, Tepper School of Business, October 2013
29. Cheung Kong Graduate School of Business, July 2013
30. Emory University, Goizueta Business School, May 2013
31. University of California, Los Angeles, Anderson School of Management, January 2013
32. Tsinghua University, School of Economics and Management, December 2012
33. Stanford University, Graduate School of Business, May 2012
34. University of Michigan, Ross School of Business, April 2012
35. University of Wisconsin-Madison, Wisconsin School of Business, March 2012
36. University of Florida, Warrington College of Business Administration, March 2012
37. University of Southern California, Marshall School of Business, January 2012
38. California Institute of Technology, Division of the Humanities and Social Sciences, January 2012
39. California Institute of Technology, Division of the Humanities and Social Sciences, January 2012
40. National University of Singapore, NUS Business School, December 2011

41. INSEAD, December 2011
42. Erasmus University, Erasmus School of Economics, November 2011
43. Tilburg University, Tilburg School of Economics and Management, November 2011
44. Dartmouth College, Tuck School of Business, May 2011
45. University of California, San Diego, Rady School of Management, May 2011
46. MIT, MIT Sloan School of Management (Operations Management), May 2011
47. University of Toronto, Rotman School of Management, May 2011
48. MIT, Department of Economics, April 2011
49. University of Pennsylvania, Wharton School, March 2011
50. Washington University in St. Louis, Olin School of Business, March 2011
51. University of British Columbia, Sauder School of Business, March 2011
52. University of Chicago, Graduate School of Business (Guest PhD Lecture), January 2011
53. Goethe University Frankfurt, Goethe Business School, December 2010
54. London Business School, December 2010
55. INSEAD (Annual Research Camp), June 2010
56. MIT, Department of Economics, March 2010
57. University of California, Berkeley, Haas School of Business, March 2010
58. MIT, Center for Digital Business, December 2009
59. Rensselaer Polytechnic Institute, Lally School of Management and Technology, March 2009
60. Northeastern University, Economics Department, October 2008
61. MIT, MIT Sloan School of Management, September 2008
62. MIT, Department of Economics, April 2007
63. MIT, Department of Economics, March 2007
64. Dartmouth College, Tuck School of Business, March 2007
65. MIT, Department of Economics, November 2006
66. MIT, MIT Sloan School of Management, October 2006
67. Yale University, School of Management, March 2006
68. Stanford University, Graduate School of Business, March 2006
69. Hong Kong University of Science & Technology, Business School, January 2006
70. National University of Singapore, NUS Business School, January 2006
71. Purdue University, Krannert School of Management, November 2005
72. University of Chicago, Graduate School of Business, November 2005
73. Washington University in St. Louis, Olin School of Business, November 2005
74. University of Houston, Bauer College of Business, October 2005
75. Duke University, Fuqua School of Business, October 2005
76. MIT, MIT Sloan School of Management, October 2005
77. Northwestern University, Kellogg School of Management, October 2005
78. New York University, Stern School of Business, October 2005
79. Texas A&M University, Mays Business School, October 2005
80. University of Pennsylvania, Wharton School, October 2005
81. Columbia University, Columbia Business School, October 2005
82. University of Texas at Dallas, School of Management, September 2005
83. University of Minnesota, Carlson School of Management, September 2005
84. University of Maryland, Robert H. Smith School of Business, September 2005
85. University of California, Berkeley, Economics Department, November 2004

CONFERENCE PRESENTATIONS

1. Summer Institute in Competitive Strategy, Berkeley, CA, 2016
2. INFORMS Marketing Science Conference Doctoral Consortium, Baltimore, MA, 2015
3. Young Marketing Scholar Association of China Inaugural Workshop, Shanghai, China, 2015
4. Big Data and Marketing Analytics Conference, Chicago, IL, 2014
5. Conference on Digital Experimentation, Cambridge, MA, 2014

6. AMA Sheth Foundation Doctoral Consortium, Evanston, IL, 2014
7. INFORMS Marketing Science Conference, Atlanta, GA, 2014
8. INFORMS Marketing Science Conference Doctoral Consortium, Atlanta, GA, 2014
9. Customer Insights Conference, New Haven, CT, 2014
10. Workshop on Social and Business Analytics, Austin, TX, 2014
11. Quantitative Marketing and Economics Conference, Chicago, IL, 2013
12. China India Insights Conference, New York, NY, 2013
13. ZEW (Centre for European Economic Research) Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, 2013 (Keynote Lecture)
14. Marketing-Industrial Organization Conference, New York, NY, 2013
15. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2013
16. Allied Social Science Associations Annual Meeting, San Diego, CA, 2013
17. Northeast Marketing Conference, Boston, MA, 2012
18. Marketing Science Emerging Markets Conference, Philadelphia, PA, 2012
19. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2012
20. China India Insights Conference, New Haven, CT, 2012
21. Summer Institute in Competitive Strategy, Berkeley, CA, 2012
22. Cheung Kong Graduate School of Business Marketing Research Forum, Beijing, China, 2012
23. INFORMS International Conference, Beijing, China, 2012
24. Workshop on the Economics of Advertising and Marketing, Beijing, China, 2012
25. MIT Micro @ Sloan Conference, Cambridge, MA, 2012
26. INFORMS Marketing Science Conference, Boston, MA, 2012
27. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2012
28. MIT Micro @ Sloan Conference, Cambridge, MA, 2011
29. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2011
30. Summer Institute in Competitive Strategy, Berkeley, CA, 2011
31. INFORMS Marketing Science Conference, Houston, TX, 2011
32. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2011
33. MSI Young Scholars Program, Park City, UT, 2011
34. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2010
35. NBER Summer Workshop on IT and Economics, Cambridge, MA, 2010
36. Summer Institute in Competitive Strategy, Berkeley, CA, 2010
37. Summer Institute in Competitive Strategy, Berkeley, CA, 2010 (discussant)
38. INFORMS Marketing Science Conference, Cologne, Germany, 2010
39. NET Institute Conference, New York, NY, 2010
40. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2010
41. Summer Institute in Competitive Strategy, Berkeley, CA, 2009
42. MIT Applied Economic Theory Summer Camp, Cambridge, MA, 2009
43. INFORMS Marketing Science Conference, Ann Arbor, MI, 2009
44. Frank M. Bass UTD-FORMS Conference, Dallas, TX, 2009
45. The Future of Digital Advertising Conference, Cambridge, MA, 2008
46. INFORMS Marketing Science Conference, Vancouver, Canada, 2008
47. Northeast Marketing Conference, Boston, MA, 2007
48. Summer Institute in Competitive Strategy, Berkeley, CA, 2007
49. INFORMS Marketing Science Conference, Singapore, 2007
50. INFORMS Marketing Science Conference, Pittsburgh, PA, 2006
51. 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–present)

Journal of Marketing Research (2011–2016)
Marketing Science (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

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

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

Conference Organization

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

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

2016-present MIT Sloan Marketing PhD Program Head
2015-present 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 MBA 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'Arbeloff Fund for Excellence in Education Review Committee

CORPORATE EXPERIENCE

2003 Hewlett-Packard Laboratory Research Associate