

JONATHAN ZAOZAO ZHANG

(Updated June, 2016)

Michael G. Foster School of Business
University of Washington
PACCAR Hall
Box 353226
Seattle, WA 98195-3226

Phone: (206) 685-5287
zaozao@uw.edu

ACADEMIC APPOINTMENTS

2010-Present

Assistant Professor of Marketing,
Michael G. Foster School of Business, University of Washington, Seattle, WA

EDUCATION

The Graduate School of Business, Columbia University, New York, NY
Ph.D. in Marketing, 2011

The Graduate School of Business, Columbia University, New York, NY
M. Phil in Marketing, 2007

Rutgers College, Rutgers University, New Brunswick, NJ
B.A. in Economics, B.S. in Mathematical Statistics (Summa Cum Laude), 2004

RESEARCH INTERESTS

- Pricing
- B2B marketing
- Modeling customer dynamic behaviors
- E-commerce and multi-channel marketing
- Spatio-temporal models in marketing
- Customer relationship management
- Bayesian methods in marketing

HONORS AND AWARDS

- Finalist, Frank M. Bass Award, 2015
- Finalist, John D.C. Little Award, 2014 (best marketing paper published in Marketing Science, Management Science, or another INFORMS journal)
- Finalist, Frank M. Bass Award, 2014 (best marketing paper derived from a Ph.D. thesis published in an INFORMS journal)
- Ron Crockett Award for Excellence in Teaching, University of Washington

2014.

- Invitee Direct Marketing Education Foundation (DMEF) Professors' Institute, Dallas, TX, January 2012
- Winner, Shanker-Spiegel Dissertation Award (DMEF) – 2009
- Luxury Education Foundation Fellowship, Columbia Business School 2009
- Ph.D. graduate fellowship in Marketing at Columbia Business School, 2005
- Highest Departmental Honors from Statistics Department, Rutgers University, 2004
- Graduated Summa Cum Laude, Rutgers University, 2004
- Class of 1945 Merit Scholarship, Rutgers University, 2004
- Bear Stearns and Co. Merit Scholarship, 2004
- Member of Phi Beta Kappa Honors Society, 2004
- Rutgers College Honors Program, 2001 - 2004

REFEREED PUBLICATIONS

1. Zhang, Jonathan Z., George Watson, Robert Palmatier, Rajiv Dant “Dynamic Relationship Marketing”, (forthcoming, accepted May 2016) *Journal of Marketing*, September, 2016.
2. Chang, Chun-wei, Zhang, Jonathan Z. “The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings”. (forthcoming, accepted April 2016), *Journal of Interactive Marketing*. Nov. 2016 (equal authorship, authors listed alphabetically.)
3. Zhang, Jonathan Z., Oded Netzer, and Asim Ansari, “Dynamic Targeted Pricing in B2B Relationships”, *Marketing Science* 33(3), 2014, 317-337 (Lead Article).
 - Lead Article
 - Finalist, John D.C. Little Award
 - Finalist, Frank Bass Award
 - Winner, Shankar-Spiegel Dissertation Award (Direct Marketing Education Foundation).
4. Chang, Chun-wei, Jonathan Z. Zhang, Scott Neslin, “The Role of Product Fit on Customer Development, Channel Choice and Profitability” - *MSI Report*. 2016. pp16-120.
5. Zhang, Jonathan Z., George Watson, Robert Palmatier, Rajiv Dant “Integrating Relationship Marketing and Lifecycle Perspectives: Strategies for Effective Relationship Migrations” - *MSI Report*. October, 2013.

WORKING PAPERS AND WORKS IN PROGRESS

“Is Silence Golden? How Non-Verifiable Information Influences Decisions in Peer-to-Peer Lending”

with Caldieraro, F., M. Cunha and J. Shulman, invited for resubmission at *Journal of Marketing*.

“Variational Bayes in Big Data Marketing”

With Yang Li, Asim Ansari – under 2nd round revision at *Journal of Marketing Research*

- Accepted at University of Chicago’s conference on Big Data Analytics, 2016.

“The Role of Product Fit on Customer Development, Channel Choice and Profitability”

with Chun-Wei Chang and Scott Neslin – under review at *Marketing Science*

The Impact of Mobile Device Adoption in Online Browsing and Shopping Behaviors”

with Jin Zhang and Chun-wei Chang. Working paper

“Dynamic Customer Interdependencies”

with Oded Netzer (*Working Paper*)

“Optimal Resource Allocation for Price-Taking Firms in B2B - Evidence from Perfume industry”

Work in progress

“Modeling Inter-temporal Reference Price Effects”

with Oded Netzer – *Work in progress*

“Asymmetric Negotiation and Seller Reactance - An eBay Field Study”

with Ran Kivetz – *Work in progress*

REFEREEING

Management Science, Marketing Science, Journal of Marketing, Marketing Letters, International Journal of Research in Marketing

TEACHING EXPERIENCE

Strategic Marketing Management (Mkt 501G) – Winter 2014. **Rating: 4.8/5.0**

Marketing Concepts (Mkt 301) – Autumn 2013. **Rating: 5.3/5.0**

Marketing Concepts (Mkt 301) – Autumn 2013. **Rating: 4.7/5.0**

Marketing Concepts (Mkt 301) – Autumn 2013. **Rating: 4.7/5.0**

Empirical Marketing Models Ph.D. Seminar (Mkt 584) – Spring 2013. **Rating: 4.8/5.0**

Marketing Concepts (Mkt 301) – Autumn 2012. **Rating: 5.2/5.0**

Marketing Concepts (Mkt 301) – Autumn 2012. **Rating: 5.1/5.0**

Marketing Concepts (Mkt 301) – Autumn 2012. **Rating: 4.7/5.0**

Marketing Concepts (Mkt 301) – Autumn 2011. **Rating: 4.8/5.0**

Marketing Concepts (Mkt 301) – Autumn 2011. **Rating: 4.8/5.0**

Marketing Concepts (Mkt 301) – Autumn 2011. **Rating: 4.7/5.0**

Marketing Concepts (Mkt 301) – Spring 2011. **Rating: 4.8/5.0**

Empirical Marketing Models Ph.D. Seminar (Mkt 584) – Spring 2011. **Rating: 4.8/5.0**

Marketing Concepts (Mkt 301) – Winter 2011. **Rating: 4.3/5.0**

CONFERENCE PRESENTATIONS AND INVITED TALKS

“Stochastic Variational Bayesian Inference for Big Data Marketing Models.”
INFORMS Marketing Science Conference. Shanghai. June, 2016.

“The Role of Product Fit on Customer Learning, Channel Choice and Profitability.”

- National Taiwan University, 2016
- Tsinghua University, 2016
- INFORMS Marketing Science Conference. Johns Hopkins University, Baltimore, June 2015.
- Shanghai Jiaotong University, 2015

“Variational Bayes in Big Data Marketing.” Conference on Big Data Analytics, University of Chicago. October, 2014

“The Role of Behavioral Pricing in B2B.” Invited Session. INFORMS Conference, Minneapolis, October, 2013

“Modeling Inter-temporal Reference Price Effects.” Invited Session. INFORMS Conference, Beijing June, 2012

“Modeling Dynamic B2B Customer Relationship Migrations.” UW/UBC

Conference, Seattle, June 2012

“Individual Pricing in B2B Settings – A Managerial Prospective” *Theory and Practice in Marketing (TPM) Conference*, Harvard University, Boston, MA. April, 2012

“Dynamic Targeted Pricing in B2B Relationships.”

- University of Zurich. Zurich, Switzerland. March 2011
- INFORMS Marketing Science Conference, Rice University, Houston, TX. June 2011.
- INFORMS Marketing Science Conference, University of Cologne, Cologne, Germany, June 2010
- University of Washington, 2009
- Rutgers University, 2009
- Washington University St. Louis, 2009
- Purdue University, 2009
- Georgia State University, 2009
- Hong Kong University of Science and Technology, 2009
- Fordham University, 2009

“Bayesian Modeling of Spatio-Temporal Multi-market Data” *INFORMS Marketing Science Conference* 2008, University of British Columbia, Vancouver Canada, June 2008

“Modeling Dynamic Customer Interdependence” *INFORMS Marketing Science Conference* 2007, Singapore Management University, Singapore, June 2007

TEACHING INTERESTS

Pricing, Marketing Management (core), Marketing Research, Customer Relationship Management and Marketing Models.

PHD STUDENT ADVISING

Chun-wei Chang (graduation year 2012, committee member)

Ju-yeong Lee (graduation year 2013, committee member)

George Watson (graduation year 2016, committee member)

Jisu Kim (graduation year 2022, co-chair)

PROFESSIONAL EXPERIENCE

ZS Associates, Princeton, New Jersey, 2004-2005

Associate – Management consulting

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS),
American Marketing Association (AMA), Casualty Actuarial Society (CAS)