

# JONATHAN ZAOZAO ZHANG

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## ACADEMIC APPOINTMENTS

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2010-Present

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

## EDUCATION

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**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, #1 of class of 2180), 2004

## RESEARCH INTERESTS

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- Pricing
- B2B marketing
- Customer relationship management
- E-commerce, mobile and multi-channel marketing
- Big data analytics
- Bayesian methods in marketing

## HONORS AND AWARDS

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- 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 / Dean's 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**

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1. Zhang, Jonathan Z., George Watson, Robert Palmatier, Rajiv Dant “Dynamic Relationship Marketing”, (September 2016) *Journal of Marketing*
2. Chang, Chun-wei, Zhang, Jonathan Z. “The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings”. (November 2016) *Journal of Interactive Marketing*. (equal authorship, authors listed alphabetically.)
3. Zhang, Jonathan Z., Oded Netzer, and Asim Ansari, “Dynamic Targeted Pricing in B2B Relationships”, *Marketing Science* (May 2014) (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 (Featured in MSI Insights)*. 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**

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

with Caldieraro, F., M. Cunha and J. Shulman, under 3<sup>rd</sup> round revision at *Journal of Marketing*.

**“Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach”**

With Yang Li, Asim Ansari – under 2<sup>nd</sup> round review at *Marketing Science*

- 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 *Management Science*

**“Dynamic Customer Preference Evolution in Multichannel Settings”**

with Chun-Wei Chang *Working paper* (target, *Journal of Marketing Research*)

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

with Jin Zhang and Chun-wei Chang. *Work in progress* (target, *Journal of Marketing Research*)

**“The Effect of Social Class on Self-Brand Association and Conspicuous Consumption”**

with Jie Li, *Work in progress*

**“Dynamic Customer Interdependencies”**

with Oded Netzer *Working paper*

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**OTHER PUBLICATIONS**

Yi Sun, Li Jie, Jonathan Z. Zhang, Sun Liben, “The Relationship Between Social Classes and Conspicuous Consumption Behaviors in Luxury Product Market” – *Luojia Management Review* (Premier Chinese Management Journal). April 2017. 13-1

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**REFEREEING**

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

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**TEACHING EXPERIENCE**

Strategic Marketing Management (Global Executive MBA).  
Entrepreneurial Marketing (Full Time MBA, Evening MBA)  
Marketing Concepts (Undergraduate)  
Empirical Marketing Models (Ph.D. Seminar)

## CONFERENCE PRESENTATIONS AND INVITED TALKS

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“The Effect of Social Class on Self-Brand Association and Conspicuous Consumption”, JAMS Thought Leaders Conference , Beijing, June 2017

“Stochastic Variational Bayesian Inference for Big Data Marketing Models.”  
*INFORMS Marketing Science Conference*. Shanghai. June, 2016.  
University of Washington Marketing Symposium April 2017

“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**

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

## **PHD STUDENT ADVISING**

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Chun-wei Chang (2012, Governor state University, committee member)

Ju-yeong Lee (2013, Lehigh University committee member)

George Watson (2016, Colorado State University committee member)

Jisu Kim (expected 2022, co-chair)

## **PROFESSIONAL EXPERIENCE**

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**ZS Associates, Princeton, New Jersey, 2004-2005**

*Associate* – Management consulting

## **PROFESSIONAL AFFILIATIONS**

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