

JONATHAN Z. ZHANG

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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

ACADEMIC APPOINTMENTS

2010-Present

Assistant Professor of Marketing,

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

RESEARCH INTERESTS

- Quantitative models of customer engagement
- E-commerce, mobile and multi-channel marketing
- Machine learning and Bayesian methods in marketing analytics
- Behavioral and dynamic pricing
- B2B relationship 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 / Dean's Award for Excellence in Teaching, University of Washington 2014.
- Invitee Direct Marketing Education Foundation (DMEF) Professors' Institute, Dallas, TX, January 2012

- Winner, Shankar-Spiegel Dissertation Award (DMEF), 2009
- Luxury Education Foundation Fellowship, Columbia Business School, 2009
- Full Graduate Fellowship, Columbia University 2005-2010
- Highest Departmental Honors, Statistics Department, Rutgers University, 2004
- Highest Departmental Honors, Economics Department, Rutgers University, 2004
- Graduated Summa Cum Laude, Rutgers University (Top 1% of Class of 2180), 2004
- Class of 1945 Merit Scholarship, Rutgers University, 2004
- Sidney Simon's Award for Outstanding Business Applications of Economics, Rutgers University, 2004
- Bear Stearns and Co. Merit Scholarship, 2004
- Phi Beta Kappa, 2003
- Rutgers College Honors Program, 2001 - 2004

REFEREED PUBLICATIONS:

1. Ansari, Asim, Yang Li, **Jonathan Z. Zhang**, "Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach" (forthcoming 2018). *Marketing Science*.
2. **Zhang, Jonathan Z.**, George Watson, Robert Palmatier, "Dynamic Relationship Marketing: Guidelines on Effectively Measuring and Managing Business Relationships for Long-Term Profitability" (forthcoming 2018). *MIT Sloan Management Review*
3. Caldieraro, Fabio., **Jonathan Z. Zhang**, Marcus Cunha Jr, Jeff Shulman, "Strategic Information Transmission in Peer-to-peer Lending Markets", (forthcoming 2017) *Journal of Marketing* (equal authorship).
4. **Zhang, Jonathan Z.**, George Watson, Robert Palmatier, Rajiv Dant, "Dynamic Relationship Marketing", (September 2016) *Journal of Marketing*
5. Chang, Chun-wei, **Jonathan Z. Zhang**, "The Effects of Channel Experiences and Direct Marketing on Customer Retention in Multichannel Settings", (November 2016) *Journal of Interactive Marketing* (equal authorship).
6. **Zhang, Jonathan Z.**, Oded Netzer, and Asim Ansari, "Dynamic Targeted Pricing in B2B Relationships", *Marketing Science* (May 2014) (Lead Article).
 - Lead Article
 - 2014 Finalist, John D.C. Little Award
 - 2014, 2015 Finalist, Frank Bass Award
 - Winner, Shankar-Spiegel Dissertation Award (Direct Marketing Education Foundation).
7. Chang, Chun-wei, **Jonathan Z. Zhang**, Scott Neslin, "The Role of Product Fit on Customer Development, Channel Choice and Profitability" – *Marketing Science Institute Report*. May 2016. pp16-120.

- Featured in *MSI Insights*.
8. **Zhang, Jonathan Z.**, George Watson, Robert Palmatier, Rajiv Dant “Integrating Relationship Marketing and Lifecycle Perspectives: Strategies for Effective Relationship Migrations” - *Marketing Science Institute Report*. October 2013.

WORKING PAPERS AND WORKS IN PROGRESS

“The Role of the Physical Store: Developing Customer Value through ‘Fit Product Purchases’ with Chun-Wei Chang and Scott Neslin - Revise and Resubmit at *Management Science*

“Dynamic Customer Interdependencies” - Revise and Resubmit at *Journal of the Academy of Marketing Science*

“The Impact of Mobile Device Adoption on Online Browsing and Shopping Behaviors” with Jin Zhang and Chun-wei Chang. Under Review at *Marketing Science*

“Dynamic Customer Preference Evolution in Multichannel Settings” with Chun-Wei Chang Working paper. Under Review at *Journal of the Academy of Marketing Science*

“Can Atmospheric Products Increase Customer Engagements for Services?”
Work in progress

“Customer Dynamics in Marketing”
Work in progress

REFEREEING

Editorial Review Board

- *Journal of the Academy of Marketing Science*

Reviewer

Management Science, Marketing Science, Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Marketing Letters, MSI Alden G. Clayton Doctoral Dissertation Competition

TEACHING EXPERIENCES

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

CONFERENCE PRESENTATIONS AND INVITED TALKS

“The Role of the Physical Store: Developing Customer Value through ‘Fit’ Product Purchases”

- George Washington University, Sep 2017
- Boston College, Oct 2017

“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 Chicago Big Data Conference. Oct 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

- Ohio State University 2009
- Rutgers University, 2009
- Washington University St. Louis, 2009
- Purdue University, 2009
- Georgia State University, 2009
- Emory 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

Marketing Core (at various levels), Marketing Analytics, Advanced Marketing Strategy. Empirical Marketing Models.

PHD STUDENT ADVISING

- Chun-wei Chang (2012, Governor state University, committee member)
- Ju-yeon Lee (2013, Lehigh University, committee member)
- George Watson (2016, Colorado State University committee member)
- Jisu Kim (expected 2022, co-chair)

PROFESSIONAL EXPERIENCE

- **ZS Associates, Princeton, New Jersey, 2004-2005**
- Associate – Management consulting

POPULAR MEDIA COVERAGE

2018 January (Seattle Times) – Interview on Cashless Payment, “Starbucks Tests No-cash Policy at Downtown Seattle Store” (<https://www.seattletimes.com/business/starbucks/starbucks-tests-no-cash-policy-at-downtown-seattle-store/>)

2016 November (Seattle Times) – Interview on Direct Marketing, “Your Grocery Bill May Help King County Track Unlicensed Pets” (<https://www.seattletimes.com/life/pets/your-grocery-bill-may-help-king-county-track-unlicensed-pets/>)

2016 May (Associated Press) –Video Interview on Dynamic Pricing, “Businesses Quickly Change Prices Based on Demand” (<https://www.youtube.com/watch?v=UavW5EkJ44A>)

2014 December (Associated Press) – Video Interview, “Chinese Consumers’ Rising Buying Powers in the U.S” (<https://www.youtube.com/watch?v=p00bIgMK3J0>)

PROFESSIONAL AFFILIATIONS

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

PERSONAL DETAILS

U.S. Citizen

Native Proficiency in English and Mandarin Chinese

REFERENCES

Scott A. Neslin

Albert Wesley Frey Professor of Marketing
Tuck School of Business, Dartmouth College
Email: scott.a.neslin@tuck.dartmouth.edu
Phone: 603-646-2841

Robert Palmatier

Professor of Marketing
Foster School of Business at University of Washington
John C. Narver Chair in Business Administration
Research Director of Center of Sales and Marketing Strategy
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Oded Netzer

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