

# ZHONG(JOHN)ZHANG

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## EDUCATION

Ph.D., MA, Economics, University of Michigan, May, 1994, dissertation: *Trade Policy and Industrial Competitiveness*, co-chaired by Alan Deardorff and Hal Varian.

Ph.D., MA, History and Sociology of Science and Technology, University of Pennsylvania, December, 1989, dissertation: *Transfer of Networks Technology from Western Countries to China: 1860s-1895*, co-chaired by Thomas P. Hughes and Nathan Sivin.

Honorary Master Degree, University of Pennsylvania, 2003.

BA, Engineering Automation and Philosophy of Science, Huazhong University of Science and Technology, Hubei, China, 1982.

## FELLOWSHIPS AND AWARDS

Dean's Fellowship, University of Pennsylvania, 1985.

Mellon Fellowship, University of Pennsylvania, 1986.

The Newcomen Award for Best Essay in History of Technology, 1987.

Pensfield Fellowship, University of Pennsylvania, 1987.

Maas Research Fellowship, University of Michigan, 1990.

Rackham Fellowship, University of Michigan, 1992.

Eugene Lang Research Fellowship, Columbia University, 1999.

Eugene Lang Research Fellowship, Columbia University, 2000.

John Little Award for the Best Paper in Marketing Science, 2001.

Frank Bass Award for the Best Dissertation Paper, 2001.

2003 Wharton EMBA Electives Teaching Award.

Finalist for the O'Dell Award for the Most Impactful JMR Paper Five Years Later, 2007.

## ACADEMIC POSITIONS

July 1994–July 1997, Assistant Professor of Marketing, The John M. Olin School of Business, Washington University in St. Louis.

July 1997–July 2000, Assistant Professor of Marketing, Columbia Business School, Columbia University.

July 2000–June 2002, Associate Professor of Marketing, Columbia Business School, Columbia University.

July 2002–June 2007, Associate Professor of Marketing (with tenure), The Wharton School, University of Pennsylvania.

July 2007–, Professor of Marketing, The Wharton School, University of Pennsylvania.

July 2008–, Murrel J. Ades Professor.

## PUBLICATIONS

1. “Price-Matching Policy and the Principle of Minimum Differentiation,” *Journal of Industrial Economics*, Z. John Zhang, **43**(September, 1995), pp. 287-299.
2. “Competitive Coupon Targeting,” Greg Shaffer and Z. John Zhang, *Marketing Science*, **14** (No. 4, 1995), pp. 395-416.
3. “Accounting Profits versus Marketing Profits: A Relevant Metric for Category Management,” Yuxin Chen, James D. Hess, Ronald T. Wilcox, and Z. John Zhang, *Marketing Science*, **18** (No. 3, 1999), pp. 208-229.
4. “Short or Long-Duration Coupons: The Effect of the Expiration Date on the Profitability of Coupon Promotions,” Aradhna Krishna and Z. John Zhang, *Management Science*, **45** (August, 1999), pp. 1041-1056.
5. “The Optimal Choice of Promotional Vehicles: Front-Loaded or Rear-Loaded Incentives?” Z. John Zhang, Aradhna Krishna, and Sanjay K. Dhar (reverse alphabetical order), *Management Science*, **46** (March, 2000), pp. 348-362.

6. "Pay to Switch or Pay to Stay: Preference-Based Price Discrimination in Markets with Switching Costs," Greg Shaffer and Z. John Zhang, *Journal of Economics and Management Strategy*, 9 (Fall, 2000), pp. 397-424.
7. "Market Entry Strategy Under Firm Heterogeneity and Asymmetric Payoffs," Chakravarthi Narasimhan and Z. John Zhang, *Marketing Science*, **19** (No. 4, 2000), pp. 313-327.
8. "Individual Marketing with Imperfect Targetability," Yuxin Chen, Chakravarthi Narasimhan and Z. John Zhang, *Marketing Science*, **20** (No. 1, 2001), pp. 23-41 (Winner for 2001 John C. Little Award and Frank Bass Award).
9. "Research Note: Consumer Heterogeneity and Competitive Price-Matching Guarantees," Yuxin Chen, Chakravarthi Narasimhan and Z. John Zhang, *Marketing Science*, **20** (No. 3, 2001), pp. 300-314.
10. "Do We Care What Others Get? A Behaviorist Approach to Targeted Promotions," Fred Feinberg, Aradhna Krishna and Z. John Zhang, *Journal of Marketing Research*, 39 (August, 2002), pp. 277-291 (finalist for the 2007 O'Dell Award for the most impactful JMR paper 5 years later).
11. "Pricing Access Services," Skander Essegaier, Sunil Gupta and Z. John Zhang, *Marketing Science*, **21** (No. 2, 2002), pp. 160-177.
12. "Competitive One-to-One Promotions," Greg Shaffer and Z. John Zhang, *Management Science*, **48** (No. 9, 2002), pp. 1143-1160.
13. "Augmenting Conjoint Analysis to Estimate Consumer Reservation Price," Kamel Jedidi and Z. John Zhang, *Management Science*, **48** (No. 10, 2002), pp. 1350-1368.
14. "Dynamic Targeted Promotions: A Customer Retention and Acquisition Perspective," Gila E. Fruchter and Z. John Zhang, *Journal of Service Research*, 7 (No. 1, August 2004), pp. 3-19.
15. "Steam Power and Networks in China, 1860-1898: The Historical Issues," Nathan Sivin and Z. John Zhang, *History of Technology*, 25 (2004), pp. 203-210.
16. "Channel Coordination in the Presence of a Dominant Retailer," Jagmohan Raju and Z. John Zhang, *Marketing Science*, **24** (No. 2, 2005), pp. 254-262.
17. "Price Discrimination After the Purchase: A Note on Rebates As State-Dependent Discounts," Yuxin Chen, Sridhar Moorthy and Z. John Zhang, *Management Science*, 51 (July 2005), No. 7, pp. 1131-1140.

18. "Incorporating Behavioral Anomalies in Strategic Models," with Chakravarthi Narasimhan, Chuan He, Eric Anderson, Lyle Brenner, Preyas Desai, Dmitri Kuksov, Paul Messinger, Sridhar Moorthy, Joseph Nunes, Yuval Rottenstreich, Rick Staelin, George Wu, and Z. John Zhang, (conference paper, chaired by Narasimhan and He), *Marketing Letters*, Volume 16 (2005), Numbers 3-4, pp. 361 - 373.
19. "Research Note: The Benefits of Personalized Pricing in a Channel," Yunchuan Liu and Z. John Zhang, *Marketing Science*, 25 (No. 1, January-February 2006), pp. 97-105.
20. "The Rise of Power Retailers in China and Manufacturers' Counter Strategies," Z. John Zhang and Tony Cui (alphabetical order in Chinese), *PKU Management Review* (in Chinese), 20 (No. 4, 2006), pp. 96-99.
21. "Note on Self-Restraint as an Online Entry-Deterrence Strategy," Yunchuan Liu, Sunil Gupta, and Z. John Zhang, *Management Science*, 52 (No. 11, November 2006), pp. 1799-1809.
22. "Should Price Increases be Targeted?—Pricing Power and Selective versus Across-the-board Price Increases," with Fred Feinberg and Aradhna Krishna, *Management Science*, **53** (No. 9, 2007), pp. 1407-1422.
23. "From Storyline to Box Office: A New Approach for Green-Lighting Movie Scripts," with Jehoshua Eliashberg, and Kachuen Hui, *Management Science*, 53 (no. 6, 2007), pp. 881-893.
24. "Fairness and Channel Coordination," with Tony Cui and J. Raju, *Management Science*, 53 (no. 8, 2007), pp. 1303-1314.
25. "A Primer on the Art of Price War," Z. John Zhang and Dongsheng Zhou, *PKU Management Review*(in Chinese), 31 (No. 2, 2007), pp. 69-73.
26. "A Price-Discrimination Theory of Trade Promotions," with Tony Cui and J. Raju, *Marketing Science*, Vol. 27, No. 5, September-October 2008, pp. 779-795.
27. "A Theory of Combative Advertising," with Yuxin Chen, Yogesh Joshi, and J. Raju (forthcoming at *Marketing Science*).
28. "Putting One-to-One Marketing to Work: Personalization, Customization, and Choice," with Neeraj Arora, Xavier Dreze, Anindya Ghose, James D. Hess, Raghuram Iyengar, Bing Jing, Yogesh Joshi, V. Kumar, Nicholas Lurie, Scott Neslin, S. Sajeesh, Meng Su, Niladri Syam, Jacquelyn Thomas, *Marketing Letters*, vol. 19 (2008), pp. 305-321.

29. “Competitive Targeted Pricing,” chapter for forthcoming *Handbook of Pricing*, ed. by Vithala Rao.
30. “Dynamic Targeted Pricing with Strategic Consumers,” with Yuxin Chen, *International Journal of Industrial Organization*, 27 (2009), pp. 43-50.
31. “Optimal Entry Timing in Markets with Social Influence,” with Yogesh Joshi and David Reibstein, *Management Science*, Vol. 55, (No. 6, 2009), pp. 926-939.
32. “The Winning Logic of ‘China Price’,” with Dongsheng Zhou, *CEIBS Business Review* (in Chinese), 1 (2009), pp. 106-111.
33. “Marketing Modeling Reality, And The Realities of Marketing Modeling,” Anne T. Coughlan, S. Chan Choi, Wujin Chu, Charles A. Ingene, Sridhar Moorthy, V. Padmanabhan, Jagmohan S. Raju, David A. Soberman, Richard Staelin and Z. John Zhang, forthcoming at *Marketing Letters*.
34. “Store-within-a-store,” with Kinshuk Jerath, forthcoming at *Journal of Marketing Research*.
35. “How Should We Measure Consumers’ Willingness to Pay? An Empirical Comparison of State-of-the-Art Approaches,” with Klaus Matthias Miller, Reto Hofstetter, and Harley Krohmer forthcoming at *Journal of Marketing Research*.

## WORKING PAPERS

1. “Competitive Implications of Managing Customers by Their Profitability,” with Upender Subramaniam and J. Raju.
2. “Consumer Reviews and Competition,” with Lorin M. Hitt and Xinxin Li (under review at *Journal of Management Information Systems*).
3. “In Pursuit of Retail Dominance: Market Dominance, Channel Dominance, or Both?” with Kinshuk Jerath and Stephen J. Hoch.
4. “Can We All Get Along? Incentive Contracts to Bridge the Marketing and Operations Divide,” with Kinshuk Jerath, and Serguei Netessine.
5. “Competitive and Welfare Implications of Gift Cards,” with Tony Cui.
6. “Measuring Consumers’ Willingness to Pay: Do Direct Approaches Really Work?” with Klaus Matthias Miller, Reto Hofstetter, and Harley Krohmer

7. “Pricing Product Innovations: Whom to Ask to Estimate Consumers’ Willingness to Pay?” with Klaus Matthias Miller, Reto Hofstetter, and Harley Krohmer.
8. “Pay as You Wish Pricing: A Theoretical Investigation,” with Yuxin Chen and Oded Koenigsberg, under review at *Management Science*.
9. “Competitive Store Brand Strategy in the Presence of One-Stop Shoppers,” with Tansev Geylani and Kinshuk Jerath, under review at *Management Science*.

## WORK IN PROGRESS

- “Optimal Strategies for Brand Extension in Markets with Preference-Based Segmentation,” with Yogesh Joshi and David Reibstein (drafted).
- “Pricing Movies at the Theatre: Investigating the Uniform Pricing Puzzle,” with Yuxin Chen (partially drafted).

## BOOKS

*Pricing Strategy*, ed., McGraw-Hill Custom Publishing (2005).

*Smart Pricing*, with J. Raju, in press, from The Pearson-Wharton Publishing.

*Pricing Strategy*, textbook, with J. Raju, under contract.

## CONFERENCE ACTIVITIES

“Winners and Losers in a Competitive Coupon Environment,” presented at the Marketing Science Institute Conference on Pricing Decision Models, April 22–24, 1994, Boston.

“Competitive Coupon Targeting,” presented at the ORSA/TIMS Joint National Meeting on Global Manufacturing in the 21st Century, October 26, 1994, Detroit. Also served as a section chair.

“Price Promotions and Consumer Price Sensitivity,” with Jeongwen Chiang, presented at the Marketing Science Conference in Sydney, Australia, July, 1995.

“Competitive Coupon Targeting,” presented at the Marketing Science Conference in Sydney, Australia, July, 1995.

“Redemption Pressure and Profitability of Coupon Promotions,” presented at the Marketing Science Conference in Gainesville, Florida, March, 1996.

“Micromarketing in the Information Age: Optimal Pricing and Promotional Strategies,” presented at the Marketing Science Conference in Gainesville, Florida, March, 1996.

“Does Strategic Waiting Make Sense?” presented at the Marketing Science Conference in Gainesville, Florida, March, 1996.

“Push Promotion and Channel Coordination,” Marketing Science Conference, 1997, Berkeley.

“Buy or Rent Contracts to Manage Retail Shelf Space,” Marketing Science Conference, 1997, Berkeley.

“Accounting Profits versus Marketing Profits: a Relevant Metric for Category Management,” Marketing Science Conference, 1998, INSEAD.

“Consumer Information Heterogeneity and Competitive Strategies under Price-Matching Guarantees,” Marketing Science Conference, 1998, INSEAD.

“Dominant Retailer and Channel Coordination,” Marketing Science Conference 1999, Syracuse.

“Managing Categories for Store Profitability,” Marketing Science Conference 1999, Syracuse.

“Excess Capacity and Multi-Market Competition,” Marketing Science Conference 1999, Syracuse.

“Do We Care What Others Get?” Marketing Science Conference 2000, Los Angeles.

“Consumer Heterogeneity and Competitive Strategies under Price-Matching Guarantees,” Marketing Science Conference 2000, Los Angeles.

“A Non-Price-Discrimination Theory of Rebates,” Marketing Science Conference 2001, Wiesbaden, Germany.

“Dynamic Targeted Promotions: A Customer Retention and Acquisition Perspective,” Marketing Science Conference 2001, Wiesbaden, Germany.

“Competitive Targeted Pricing with Strategic Customers,” Marketing Science Conference 2002, Edmonton, Canada.

“Competitive Implications of Demand Collection Systems,” Marketing Science Conference 2002, Edmonton, Canada.

“Targeted Pricing and Channel Management,” Marketing Science Conference 2002, Edmonton, Canada.

“Trade Promotions as a Mechanism of Price Discrimination,” Marketing Science 2003, Maryland.

“Fair Channel,” Marketing Science Conference 2004, Rotterdam, Netherlands.

“Dynamic Targeted Promotions,” Marketing Science Conference 2004, Rotterdam, Netherlands.

“A Theory of Combative Advertising,” Marketing Science Conference 2005, Emory.

“In Pursuit of Retail Dominance: Market Dominance, Channel Dominance, or Both?” EMAC , Athens, 2006, and The Marketing Science Conference 2006 in Pittsburgh.

“Consumer Reviews and Competition,” The Marketing Science Conference 2006 in Pittsburgh.

“Combative Advertising,” The Marketing Science Conference 2007 in Singapore.

“Welfare Implications of Gift Cards,” The Marketing Science Conference 2008 in Vancouver, UBC.

“Store-within-a-store,” The Marketing Science Conference 2008 in Vancouver, UBC.

“Turf Wars,” The Marketing Science Conference 2008 in Vancouver, UBC.

“Art of Price Wars from China,” Yale India-China conference (April 2009).

“Pay As You Wish Pricing,” Utah 2010 Winter Product and Service Innovation Conference.

## **INVITED PRESENTATIONS**

Carnegie-Mellon University.

Columbia University.

Dartmouth University (Department of Economics).

Georgia Institute of Technology (Department of Economics).

Tufts University (Fletcher School of Diplomacy).

Rutgers University (Department of Economics).



University of Chicago (1996).

University of Toronto.

University of South California (Research Camp).

Washington University in St. Louis.

University of California at Los Angeles (UCLA).

Duke University.

Choice Symposium (University of California at Berkeley).

New York University.

MSI-Teradata CRM Conference at Duke (invited speaker).

University of Chicago (2002).

University of Texas at Dallas.

University of Florida at Gainesville (Research Retreat).

University of Maryland.

Cornell Pricing Conference

Marketing Science Doctoral Consortium (2002-2006)

Cornell Marketing Department

Choice Conference at University of Colorado (2004)

Summer Institute in Competitive Strategy, Berkeley (2004)

Summer Institute in Competitive Strategy (discussant), Berkeley (2005)

New York University (Marketing) (2005)

University of California at Davis (2005)

Yale University (2006)

Harvard Business School (2006)

Columbia Business School (Summer Camp 2006)

Guanghua School of Management, Peking University (2006)

2006 International Forum on Marketing Science (plenary speaker, Chengdu, China)

Huazhong University of Science and Technology (Wuhan, China, 2006)

Zhongnan University of Finance (Wuhan, China, 2006)

University of Houston (2006)

Invited Speaker at Marketing Science Doctoral Consortium (2007)

Plenary Speaker for Montreal Game Theory Conference (University of Montreal)

Seminar speaker at University of Colorado (2007)

Invited Speaker at the 2007 business conference organized by The Harvard Project for Asian and International Relations (HPAIR), Hong Kong

Invited Speaker at The 6'th International Conference on Management (Wuhan, China; 2007)

Seminar speaker at Huazhong University of Science and Technology (Wuhan, China, 2007)

2008 Sheth Marketing Camp, University of Pittsburg

University of Minnesota (2008)

Invited Speaker at Marketing Science Doctoral Consortium (2008) at University of British Columbia

Invited Speaker at the Marketing Retreat, University of Alberta (2009)

Seminar Speaker at University of British Columbia (2009)

## **AREA EDITOR and ASSOCIATE EDITOR**

*Marketing Science*

*Quantitative Marketing and Economics*

*Management Science*

## REFEREE ACTIVITY

*Journal of Marketing Research, Management Science, Marketing Science, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Retailing, Journal of Business and Economics, Rand Journal of Economics, Review of Economic Studies, Journal of Business, MIT Sloan Management Review, Manufacturing & Service Operations Management, and European Economic Review.*

## TEACHING

MBA and Undergraduate Marketing Management.

EMBA Marketing Management

MBA, EMBA, and Undergraduate Pricing Strategies.

Marketing Management and Pricing Strategies for executive education at Columbia University.

Pricing Strategies and Branding for executive education programs at Washington University in St. Louis.

Value Pricing for Johnson & Johnson Health Care Systems.

Value Pricing for International Paper (Customized Training Program).

Ph.D. Seminars on Channel Coordination, Economics of Imperfect Information, and Microeconomics.

Ph.D. Course on Mathematical Models in Marketing

Co-Director for Wharton Ex-Ed Program on Pricing Strategies (2003-)

Wharton-ICSEAD Executive Program in Kitakyushu, Japan (2004)

Co-Director for Dazhong Exed Program (2005)

Academic Director for Wharton-LG Exed Program (2005-)

Director for GSE-Wharton Exed Program for Chinese Mutual Fund CEO's (2005)

Academic Director for Wharton-Cheil Exed Program (2007-)

Academic Director for Wharton-Nokia eVoyager Program (2009-)

Academic Director for Wharton-Nokia Voyager II Program (2008-)

CEIBS EMBA Elective on Pricing (in Chinese)

CEIBS EDP on Pricing (in Chinese)

## **DISSERTATION COMMITTEE**

Co-Chair for Tony Cui (placed at University of Minnesota), Yogesh Joshi (placed at University of Maryland); Kinshuk Jerath (placed at Carnegie-Mellon University), and Xiaojing Ma (graduate from Economics at Penn in 2007)

Supervising Professor for Reto Hofstetter and Klaus M. Miller (University of Bern)

Sponsor for Skander Essegaier (placed at NYU) and Yunchuan Liu (placed at University of California at Riverside)

A member of dissertation committee for Ron Wilcox (placed at The Darden School of Business), Carrie S. Sturts (currently at Washington University), Xinxin Li (placed at University of Connecticut), and Liu Ying (placed at University of Hawaii).

## **COMMITTEE & PROFESSIONAL SERVICE**

Teaching Evaluations Committee (1995-1996) (WUSTL).

The BSBA Committee (Undergraduate Curriculum Committee, 1995-1996)(WUSTL).

The Marketing Recruiting Committee (1999-2001)(Columbia).

The Management Recruiting Committee (1999-2000)(Columbia).

Chair of Marketing Junior Recruiting Committee (2002-2003)

Marketing Conference and Seminar Organizer (2002-2003)

The Quinquennial Departmental Review Committee (Business and Public Policy Department at Wharton)

The Quinquennial Departmental Review Committee (Operations and Information Management Department at Wharton)

The Marketing PhD Committee (2004-2006, 2008-)

The Marketing Curriculum Committee (2004-2005)

Advisory Committee for Chinese knowledge@wharton.

Organizing committee for the QME Annual Conference (2004-2006)

Co-Chair and Co-Organizer for The Wharton-ISMS Future of Channel Research Conference (2006)

Plenary speaker at the International Forum on Marketing Science in Chengdu, China (2006)

The Wharton Strategic Action Committee (2006-2007)

Global Initiatives Executive Committee (2008-)

Advisory Committee on Global Initiatives (2008-)