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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.

Finalist for the 2011 Long Term Impact Award, the INFORMS Society for Marketing Science.

Wharton MBA Teaching Awards, 2022.

Wharton MBA Teaching Awards, 2023.

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–June 2016, Murrel J. Ades Professor, The Wharton School, University of Pennsylvania.

July 2016–, Tsai Wan-Tsai Professor, The Wharton School, University of Pennsylvania.

July 2012–June 2023, Director of Penn Wharton China Center.

July 2016, Guest professor at Goethe-University, Germany.

July 1, 2023–June 30, 2025, Advisor to Dean’s Office on Asia Strategy.

December, 2024–, Associate Editor for Management Science (second time to serve)

October, 2025–, Area Editor for International Journal of Research in Marketing.

PUBLICATIONS IN ENGLISH

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 Messenger, 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. "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.
 21. "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.
 22. "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.
 23. "Fairness and Channel Coordination," with Tony Cui and J. Raju, *Management Science*, 53 (no. 8, 2007), pp. 1303-1314.
 24. "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.
 25. "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.
 26. "A Theory of Combative Advertising," with Yuxin Chen, Yogesh Joshi, and J. Raju, *Marketing Science*, 28 (no. 1, 2009), pp. 1-19.
 27. "Competitive Targeted Pricing," chapter in *Handbook of Pricing Research in Marketing* (Elgar Original Reference), ed. by Vithala Rao (2009).
 28. "Dynamic Targeted Pricing with Strategic Consumers," with Yuxin Chen, *International Journal of Industrial Organization*, 27 (2009), pp. 43-50.
 29. "Optimal Entry Timing in Markets with Social Influence," with Yogesh Joshi and David Reibstein, *Management Science*, Vol. 55, (No. 6, 2009), pp. 926-939.
 30. "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, *Marketing Letters*, 21 (2010):317333.
 31. "Store-within-a-store," with Kinshuk Jerath, *Journal of Marketing Research*, Vol. XLVII (August 2010), 748-763.
 32. "The Art of Price War: A Perspective From China," with Dongsheng Zhou, *International Journal of China Marketing*, 1 (1, 2010): 17-30.
 33. "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, *Journal of Marketing Research*, Vol. XLVIII (February 2011), 172- 184.

34. "Product Reviews and Competition in Markets for Repeat Purchase Products," with Xinxin Li, Lorin M. Hitt, *Journal of Management Information Systems*, 27 (No. 4, Spring 2011): 9-41 (lead article).
35. "Product Line Competition and Price Promotions," with Bing Jing, *Quantitative Marketing and Economics*, 9 (2011): 275-299.
36. "Measuring Consumers' Willingness to Pay: Which Method Fits Best?" with Klaus M. Miller, Reto Hofstetter, and Harley Krohmer, *GfK Marketing Intelligence Review*, 4 (no. 1, 2012), pp. 42-49.
37. "How Do Consumer Characteristics Affect the Bias in Measuring Willingness to Pay for Innovative Products?" with Klaus Matthias Miller, Reto Hofstetter, and Harley Krohmer, *Journal of Product Innovation Management*, 30 (5, 2013): 1042-1053.
38. "Exclusive Handset Arrangements in the Wireless Industry: A Competitive Analysis," with Upendar Subramanian and Jagmohan Raju, *Marketing Science*, 32(No. 2, 2013): 246-270 (Finalist for 2014 John C. Little Award and Frank Bass Award).
39. "The Strategic Value of High-Cost Customers," with Upendar Subramaniam and J. Raju, *Management Science*, Vol. 60 (No. 2, February 2014), pp. 494–507.
40. "Assessing Box Office Performance Using Movie Scripts: A Kernel-based Approach," with Josh Eliashberg and Sam Hui, *IEEE Transactions on Knowledge and Data Engineering*, Vol. 26, No. 11, November 2014, pp. 2639-2648.
41. "The Interrelationships between Brand and Channel Choice," with Scott A. Neslin, Kinshuk Jerath, Anand Bodapati, Eric T. Bradlow, John Deighton, Sonja Gensler, Leonard Lee, Elisa Montaguti, Rahul Telang, Raj Venkatesan, and Peter C. Verhoef, *Marketing Letters*, September 2014, Volume 25, Issue 3, pp 319-330.
42. "Agency Selling or Reselling? Channel Structures in Electronic Retailing," with Vibhanshu Abhishek and Kinshuk Jerath, *Management Science*, 62 (No. 8, August 2016): 2259-2280.
43. "Turf Wars: Product Line Strategies in Markets with Preference Based Segmentation," with Yogesh Joshi and David Reibstein, *Marketing Science*, 35(No. 1, 2016):128-141.
44. "A Model of Unorganized and Organized Retailing in Emerging Economies," with Kinshuk Jerath and S. Sajeesh, *Marketing Science*, 35 (No. 5, 2016): 756-778.
45. "Pay as You Wish Pricing: A Theoretical Investigation," with Yuxin Chen and Oded Koenigsberg, *Marketing Science*, 36 (No. 5, 2017): 780-791.
46. "The Hidden Pitfall of Innovation Prizes-Why winner-take-all prize structures increase churn among crowdsourcers," with Andreas Herrmann and Reto Hofstetter, *Harvard Business Review (Digital)*, November 27, 2017.
Available at: <https://hbr.org/2017/11/the-hidden-pitfall-of-innovation-prizes>

47. “Successive Open Innovation Contests and Incentives: Winner-Take-All or Multiple Prizes?” with Andreas Herrmann and Reto Hofstetter, *Journal of Product Innovation Management*, 35(No. 4, 2018):492517.
48. “Platform Retailing: From Offline ‘Stores Within a Store’ to Online ‘Marketplaces’,” with Kinshuk Jerath, in *Handbook of Research on Distribution Channels*, eds by Charles A. Ingene, James R. Brown and Rajiv P. Dant, 2019, Pages:52-74
49. “Pricing Luxury Goods: More Art than Science,” with Denise Dahlhoff, in *Research Handbook of Luxury Branding*, eds by Felicitas Morhart, Keith Wilcox, and Sandor Czellar, April 2020, Pages:138-149.
50. “The Role of Brand Prominence and Extravagance of Product Design in Luxury Brand Building: What Drives Consumers Preferences for Loud versus Quiet Luxury?” with Daria Greenberg, Elena Ehrensperger, Michael Schulte-Mecklenbeck, Wayne D. Hoyer, and Harley Krohmer, *Journal of Brand Management*, volume 27, 2020, pp. 195-210.
51. “A De-biased Direct Question Approach to Measuring Consumers’ Willingness to Pay,” with Reto Hofstetter, Klaus M. Miller, and Harley Krohmer, *International Journal of Research in Marketing*, Volume 38, Issue 1, March 2021, Pages 70-84.
52. “Succeeding in Competitive Arenas with Arena-Relevant Marketing Capabilities,” with Ehrensperger, Elena, Greenberg, Daria, Krohmer, Harley, Nagel, Felix and Hoyer, Wayne, *European journal of marketing*. 56.2 (2022): 321–350.
53. “A Theory of Maximalist Luxury” with Jessie Liu and Pinar Yildirim, *Journal of Economics and Management Strategy*, 31 (2022): 284–323.
54. “Implications of Revenue Models and Technology for Content Moderation Strategies,” with Yi Liu and Pinar Yildirim, *Marketing Science*, 41(2022):831-847.
55. “Crypto-Marketing: How Non-Fungible Tokens (NFTs) Challenge Traditional Marketing,” with Reto Hofstetter, Emanuel de Bellis, Leif Brandes, Melanie Clegg, Cait Lambertson, David Reibstein, and Bernd Schmitt, *Marketing Letters*, 33 (2022), pages 705–711.
56. “Why ‘blameflation’ is not the answer to runaway pricing,” Op-ed, The Hill, 07/05/22, <https://thehill.com/opinion/finance/3546250-why-blameflation-is-not-the-answer-to-runaway-pricing/>
57. “Cryptopricing: Whence Comes the Value for Cryptocurrencies and NFTs?” *International Journal of Research in Marketing*, 40 (2023) 22–29.
58. “Consumer preferences and firm technology choice,” with Yi Liu and Pinar Yildirim, *International Journal of Research in Marketing*, 41 (March 2024): 41-55.
59. “Willingness to Pay Measurement Approaches,” with Klaus M. Miller, in *The Elgar Encyclopedia of Pricing*, 2024, edited by Andreas Hinterhuber, pp. 349-353.
60. “Less is More: A Theory of Minimalist Luxury,” with Jessie Liu and Pinar Yildirim, *Journal of Economics and Management Strategy*, 33 (2024): 78-110.

61. “Retail Buyer and Manufacturer Influence,” with Upender Subramanian, *Management Science*, vol. 70 (No. 11, 2024), pp. 8044-8066.
62. “Competitive Targeted Pricing and Beyond: Perspectives from Theoretical Research,” forthcoming in *Handbook of Pricing Research in Marketing* (Elgar Original Reference), ed. by Vithala Rao and K. Sudhir (2025).
63. “Dynamic Discounting: How to Do Dynamic Pricing Right,” *Knowledge at Wharton*, a Business Journal from the Wharton School of the University of Pennsylvania, September 30, 2025.
64. “Pricing Luxury Goods and Services: More Art than Science,” with Denise Dahlhoff, in *Research Handbook of Luxury Branding*, 2nd eds, by Felicitas Morhart, Keith Wilcox, and Sandor Czellar, April 2020, Pages:138-149
65. “The Finger Arithmetic of Free vs. Fair trade,” Op-Ed, November 28, 2025, <https://fortune.com/2025/11/28/free-versus-fair-trade-tariffs-chinese-proverb-break-finger/>

PUBLICATIONS IN CHINESE

66. “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.
67. “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.
68. “The Winning Logic of ‘China Price,’” with Dongsheng Zhou, *CEIBS Business Review* (in Chinese), 1 (2009), pp. 106-111.
69. “Business Education in US and Training for Business Students,” in *Comparative Experiences in American and Chinese Higher Education -Interviews with Prominent Chinese American Scholars* (2010, in Chinese), ed. by Zhang Haihui, Renmin University Publishing.
70. “Economics of Scripts: Movie Selections and Science,” *21st CENTURY BUSINESS HERALD*, in Chinese, September 29, 2010.
71. “Marketing to Chinese Nouveau Riche,” Z. John Zhang and Tony Cui (alphabetical order in Chinese), *PKU Management Review* (in Chinese), April 2014 (117), pp. 132- 136.

WORKING PAPERS

1. “Consumer Sensitivity to Price Increase Strategies: An Empirical Investigation,” with David Blatter, Reto Hofstetter, and Harley Krohmer.
2. “In Pursuit of Retail Dominance: Market Dominance, Channel Dominance, or Both?” with Kinshuk Jerath and Stephen J. Hoch.
3. “Can We All Get Along? Incentive Contracts to Bridge the Marketing and Operations Divide,”

with Kinshuk Jerath, and Serguei Netessine.

4. “Competitive Store Brand Strategy in the Presence of One-Stop Shoppers,” with Tansev Geylani and Kinshuk Jerath, under revision.
5. “Rewarding Few or Many: Investigating the Impact of Rewards in Crowd-Sourcing Innovation Contests,” with Pinar Yildirim and Reto Hofstetter.
6. “Managing Customers as a Portfolio: A Competitive Perspective,” with J. Raju and Upender Subramanian.
7. “Can Hagglng Facilitate Price Collusion?” with Paola Mallucci and Tony Haitao Cui.
8. “Do Strategic Orientations Matter for a Really New Technology? The Case of Blockchain Projects,” with Yasid Soufi and Florian Kraus.
9. "The Exclusivity Paradox: Optimizing Online Strategies for Luxury Brands," with Thomas Li and Raghu Iyengar (2025).
10. “Crossing the Chasm: It Takes a Country to Create Global Brands,” with Jia Liu, and Eden Yin (2025)
11. “The Renewal Default is Your Real Growth Strategy: How One Overlooked Decision in Subscription Economy Shapes Acquisition, Retention and Competitive Position,” with Klaus Miller (2026).

BOOKS

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

Smart Pricing, with J. Raju, published by The Pearson-Wharton Publishing (2010); Also translated into Chinese, Croatian, Korean, Japanese, Spanish, and Portuguese. New version in Chinese published in December 2021 as 创新定价 (Innovative Pricing).

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.

“Pay As You Wish Pricing,” 2010 UNC Marketing Modeling Camp.

“Pay As You Wish Pricing,” The Marketing Research Camp (2010), HKUST.

“Pricing Research,” Panelist at the 45th AMA Sheth Foundation Doctoral Consortium Program (2010), TCU.

“Green-lighting Movie Scripts: Revenue Forecasting and Risk Management,” plenary speaker at the International Forum of Marketing Science and Applications, Tianjin, China (2010).

“My MBA Teaching Experience,” invited speaker at the MBA Teachers Workshop, Tianjin University, China (2010).

“The Role of Theory in An Applied Research Field of Marketing,” plenary speaker at the International Forum of Marketing Science and Applications, Hangzhou, China (2011)

Measuring Consumers Willingness to Pay: Do Direct Approaches Really Work?, with Reto Hofstetter (U St. Gallen), Klaus M. Miller (U Bern), and Harley Krohmer (U Bern), the 8th PSI Conference, Utah (2011).

“The Value of Unprofitable Customers: Why Traditional CLV Fails in a Competitive Context,” Theory and Practice in Marketing Conference (May 2013), LBS.

“Rewarding the Few or the Many?” Pinar Yildirim and Z. John Zhang (Wharton), Reto Hofstetter (USI), The 2014 Product and Service Innovation Conference, Utah.

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 6th 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).
Seminar Speaker at HKUST winter marketing camp (2010).
Seminar Speaker at UNC marketing camp (2010).
Seminar Speaker at Marketing Department, University of Toronto (2011).

Seminar Speaker at Marketing Department, CMU (2011).

Invited Speaker at Rice University Inaugural Marketing Camp (2012).

Invited Speaker at the KUMPEM Annual Retail Conference, Istanbul, Turkey (2012).

Invited speaker at Università della Svizzera italiana (Lugano, Switzerland).

Invited plenary speaker at 2013 International Forum of Marketing Science and Applications (IFMSA), Nanjing, China.

Invited plenary speaker at Marketing Leaders Summit in Shanghai, Dec. 6-7, 2013, organized by AMA and Fudan.

Seminar Speaker at Washington University in St. Louis, February 7, 2014.

Seminar Speaker at Temple University, April 11, 2014.

Seminar Speaker at Koc University, Istanbul, Turkey, May 28, 2014.

Invited Speaker at the 2014 Wharton Forum in Beijing, June 13, 2014.

Arizona State University, April 17, 2015.

Invited plenary speaker at 2015 International Forum of Marketing Science and Applications (IFMSA), Wuhan, China (July 3).

Invited speaker at 2016 Judge Business School's research camp, Cambridge, England (June 19th).

Invited speaker at Marketing Club Frankfurt Frderverein: "Smart Pricing in the Age of Big Data," July 4th, 2016.

Invited talk at Marketing department, Goethe University, Germany, July 2016.

Invited talk at Marketing Department, Chinese University of Hong Kong, June 2017.

Invited plenary speaker at 2017 International Forum of Marketing Science and Applications, Hunan, China.

Invited speaker at 2018 Marketing Research Camp, KUBS, South Korea.

Invited speaker at 2018 Marketing Research Camp, ESADE, Spain.

Invited plenary speaker at 2019 International Forum of Marketing Science and Applications, Guangzhou, China.

Invited plenary speaker at 2024 China Marketing International Conference, ZhengZhou, China.

Invited seminar speaker at Carey Business school, JHU, November 2024.

Invited seminar speaker at LeBow College of Business, Drexel University, February 2025.

EMAC Pricing Webinar, March 2025.

Invited plenary speaker at 2025 China Marketing International Conference, Xuzhou, China.

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, 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)

Many custom programs

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), Xiaojing Ma (graduate from Economics at Penn in 2007), Upendar Subramanian (UT Dallas), and Yi Liu (University of Wisconsin)

Supervising Professor for Reto Hofstetter, Klaus M. Miller, and David Blatter (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), Liu Ying (placed at University of Hawaii), Vibhanshu Abishek, Joel Wooten, Uppal Abhinav, Sofiane Bahani (Koc) and Jessie Liu (John Hopkins)

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)

Wharton Personnel and Promotion Committee (2010–2012)

Wharton Advisory Committee for Executive Education (2011–2014; 2018-)

Provost's China Planning Group (2013–2015)

PHD Committee (2014–2016)

Undergraduate Advisor (2013–2015)