

Ting Zhu

CONTACT INFORMATION

Purdue University
Daniels School of Business
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West Lafayette, IN 47907

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EDUCATION

Carnegie Mellon University, Pittsburgh, Pennsylvania USA

Ph.D., Marketing, 2006

M.S.I.A., Marketing, 2002

Tsinghua University, Beijing, China

M.S., Business Administration, 1999

B.S., Management Information Systems, 1997

EMPLOYMENT

Purdue University, Mitchell E. Daniels, Jr. School of Business

Jack A. Hockema Chair in Management, 2021-

Professor of Marketing, 2021-

Associate Professor of Marketing (with tenure), 2016-2021

University of British Columbia, Sauder School of Business

Associate Professor of Marketing (with tenure), 2014-2016

Assistant Professor of Marketing, 2012-2014

University of Chicago, Booth School of Business

Assistant Professor of Marketing, 2006-2012

Tsinghua University, Beijing, China

Lecturer of Marketing, 1999-2000

VISITING POSITIONS

DLA Piper Visiting Professor, Johns Hopkins Carey School of Business, Sep 2023 – Oct 2023

RESEARCH INTERESTS

- ✧ Entry Models
- ✧ Retail Competition
- ✧ Pricing
- ✧ New Technology Adoption
- ✧ Empirical IO
- ✧ Health and Sustainability

PUBLICATION

“Reducing Switching Costs to Promote Competition: The Case of Mobile Number Portability” with Jiawei Chen and Saad Andalib Syed Shah. *Review of Industrial Organization*, Forthcoming.

“Insurtech, sensor data, and changes in customers’ coverage choices: Evidence from usage-based automobile insurance” with Miremad Soleymanian and Charles Weinberg. *Journal of Risk and Insurance*, 2025, 92(1), 227-256.

“Where You Live Matters: The Impact of Offline Retail Density on Mobile Shopping App Usage” with Xuebin Cui and Yubo Chen. *Journal of Retailing*, 2024, 100(1), 41-55.

“Large-scale Micro-analysis of U.S. Household Food Carbon Footprint and Reduction Potential ”with Li Song and Hua Cai. *Environmental Science and Technology*, 2021, 55 (22), 15323-15332.

“Insight is power: Understanding the terms of the consumer-firm data exchange ”with Krafft, Manfred and Kumar, V and Harmeling, Colleen and Singh, Siddharth and Chen, Jialie and Duncan, Tom and Fortin, Whitney and Rosa, Erin. *Journal of Retailing*, 2021,97(1), 133-149.

“Marketing Mix Response across Retail Formats - The Role of Shopping Trip Types ”with Pranav Jindal, Pradeep Chintagunta and Sanjay Dhar. *Journal of Marketing* , 2020, 84 (2), 114-132.

“Mobile Hailing Technology and Taxi Driving Behaviors ”with Yanwen Wang and Chunhua Wu. *Marketing Science*, 2019, 38 (5), 734-755.

“Sensor Data and Behavioral Tracking: Does Usage Based Auto Insurance Benefit Drivers? ”with Miremad Soleymanian and Charles Weinberg. *Marketing Science*, 2019, 38 (1), 21-43.

“The Effect of WIC Program on Consumption Patterns of Cereal Category ”with Romana Khan and Sanjay Dhar. *Quantitative Marketing and Economics*, 2018, 16 (1), 79-109.

Dick Wittink Best Paper Award, 2019

“Sharing Economy: Review of Current Research and Future Directions ”with Chakravarthi Narasimhan, Purushottam Papatla, Baojun Jiang, Praveen K. Kopalle, Paul R. Messinger, Sridhar Moorthy, Davide Proserpio, Upender Subramanian and Chunhua Wu. *Consumer Needs and Solutions*, 2018, 5 (1-2), 93-106.

“Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone ”with Hongju Liu and Pradeep Chintagunta, *Consumer Needs and Solutions*, 2015, 2(2), 177-190.

“Days on Market and Home Sales”with Catherine Tucker and Juanjuan Zhang, *Rand Journal of Economics*, 2013, 44(2), 337-360.

“Local Competition, Entry and Agglomeration”with Vishal Singh and Anthony Dukes, *Quantitative Marketing and Economics*, 2011, 9(2), 129-154.

“Complementarities and the Demand for Home Broadband Internet Services ”with Hongju Liu and Pradeep Chintagunta, *Marketing Science*, 2010, 29(4), 701-720.

“Market Structure and Competition in the Retail Discount Industry”with Vishal Singh and Mark Manuszak, *Journal of Marketing Research*, 2009, 46(4), 453-466.

Finalist, Paul E. Green Award, 2010

“Spatial Competition with Endogenous Location Choices – An Application to Discount Retailing”with Vishal Singh, *Quantitative Marketing and Economics*, 2009, 7(1), 1-35.

“Pricing and Market Concentration in Oligopoly Markets”with Vishal Singh, *Marketing Science*, 2008, 27(6), 1020-1035.

“Discrete Choice Models of Firms’ Strategic Decisions”with Michaela Draganska, Sanjog Misra, Victor Aguirregabiria, Liran Einav, Paul Ellickson, Dan Horsky, Sridhar Narayanan, Yesim Orhun, Peter Reiss, Katja Seim, Vishal Singh, Raphael Thomadsen. *Marketing Letters*, 2008, 19(3), 399-416.

“Ignoring Your Best Customer? An Investigation of Customer Satisfaction, Customer Retention and Their Financial Impact ”with Baohong Sun and Ronald T. Wilcox. *Journal of Relationship*

Marketing, 2008, 6(3-4), 87-116.

SELECTED
WORKING
PAPERS

“Household Food Carbon Footprint: the Impact of Club Store Shopping ”with Lu Yan and Li Song.
Under Minor Revision at *Marketing Science*.

“Parking Fees and Retail Shopping: Evidence from the City of Chicago ”with Arindam Roy Chowdhury and Federico Rossi.

“Trajectory Matters: Disentangling Distance and Exposure in Adult-Use Cannabis Adoption ”with Chaewon Seol and Federico Rossi.

“Accelerating the Diffusion of a Radical Innovation through Company-owned Stores: The Case of Electric Vehicles ”with June Shi, Mengze Shi and Xubing Zhang.

“The Impact of Expanding Public Health Insurance on Market-based Insurance Premiums: Roles of Risk-Pool Composition and Size ”with Qiang Liu and Ming Lei.

“Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-up ”with Lu Yan and Qiang Liu.

“Privacy Concerns, Economic Benefits, and Consumer Decisions: A Multi-Period Panel Study of Consumer Choices in the Automobile Insurance Industry ”with Miremad Soleymanian and Charles Weinberg.

TEACHING
EXPERIENCE

Customer Analytics, Master. Purdue University	2021-
Consumer Behavior and Marketing, Master. Purdue University	2017-
Empirical Models in Marketing, PhD. Purdue University	2018-
Customer Relationship Management, Master. Purdue University	2017-2020
Marketing Analytics, Master. Purdue University	2019,2020
Consumer Behavior and Marketing, Undergraduate. Purdue University	2017,2018
Marketing Analysis, Undergraduate. University of British Columbia	2015
Analytical Methods and Models in Marketing, PhD. University of British Columbia	2015
Marketing Strategy, IMBA. University of British Columbia	2014
Introduction to Marketing, Undergraduate Core Course. University of British Columbia	2012-2014
Advance Marketing Theory: Quantitative Perspective, PhD. University of Chicago	2011-2012
Developing New Products and Services, MBA. University of Chicago	2007-2012
Marketing, Undergraduate Core Course. Carnegie Mellon University	2003
Marketing, MBA Core Course. Tsinghua University	1999

TEACHING
INTERESTS

- ✧ Marketing Analytics
- ✧ Customer Relationship Management
- ✧ Consumer Behavior and Marketing
- ✧ Marketing Research
- ✧ Marketing Management
- ✧ Pricing

INVITED TALKS

Carnegie Mellon University	2025
Tsinghua University	2024
University of Illinois Urbana-Champaign	2023
Johns Hopkins University	Jan, Oct 2023
University of Hong Kong University (Shenzhen)	2022
Hong Kong Polytechnic University	2022

Carnegie Mellon University	2022
Virginia Tech	2022
Ohio State University	2021
Johns Hopkins University	2021
Hong Kong University of Science and Technology	2021
University of Texas, Austin	2021
University of Toronto	2018
University of British Columbia	2017
National University of Singapore	2017
Tsinghua University	2017
Wuhan University	2017
Emory University	2015
University of Minnesota	2015
University of Connecticut	2015
Georgia Institute of Technology	2015
University of Rochester	2014
University of Michigan	2014
University of Chile	2014
University of British Columbia, OPLOG	2012
University of British Columbia	2011
London Business School, University of British Columbia	2010
University of Toronto	2009
University of California, Berkeley	2008
Northwestern University,	2007
University of Michigan (PhD Seminar)	2007
Yale University	2006
Texas A&M University, University of Maryland, Rutgers University, University of Texas at Dallas, Rice University, Cornell University Purdue University, University of Chicago, University of Utah	2005

CONFERENCE
PRESENTATION

Celebrating 75 Years of the Tepper School of Business, Carnegie Mellon University, Pittsburgh, PA.

Invited Speaker: “Insurtech, sensor data, and changes in customers’ coverage choices: Evidence from usage-based automobile insurance ” **2025**

Academic Symposium for 20 Year Marketing Department Celebration, Tsinghua University, China.

Keynote Speaker: “Marketing Academia at Mid-Career: Challenges, Growth, and Opportunities ” **2024**

China India Insights Conference, Stanford. CA.

“Accelerating the Diffusion of a Radical Innovation through Company-owned Stores: The Case of Electric Vehicles ” **2023**

Chinese Economists Society (CES) Annual Conference, Discussant. **2021**

Marketing Science Conference.

Session chair for Research in Crowdfunding and Success **2020**
“Technology and Market Structure: An Empirical Analysis of Entry/Exit in Banking Industry ”

Women in Data Science (WiDS) Conference , West Lafayette, IN.

“IoT, Sensor Data and Customer Relationship Management ” **2020**

Invitational Retailing Thought Leadership Conference, Fayetteville, AR.

“CRM: Firms, Brands, Customer Relationships ”	2019
Marketing Dynamics Conference , College Park. MD. “Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2019
Digital Marketing and Machine Learning Conference , Pittsburgh. PA. “Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018
Marketing Science Conference , Philadelphia. PA. “Usage-Based Auto Insurance: Savings vs. Privacy Considerations ”	2018
Quantitative Marketing and Structural Econometrics Workshop. , St. Louis, MO Session on Multi-agent Discrete Games	2017
Invitational 10th Choice Symposium , Lake Louise, Alberta. Session on Sharing Economy	2016
1st Annual McGill International Conference on Marketing , Montreal, QC. “The Effect of WIC Program on Consumption Patterns of Cereal Category ”	2015
Marketing Science Conference , Baltimore, MD. “Restaurant Diners’ Reaction to Incidents of Mad Cow Disease: Stay Home, Eat Less Beef, or Life as Usual? ”	2015
Empirical and Theoretical (ET) Symposium/Canadian Marketing Strategy Symposium , Toronto, ON. “Can Price Matching Defeat Showrooming? ”	2015
CEA Conference, discussant , Vancouver, BC.	2014
Frank Bass UTD Conference, discussant , Dallas, TX.	2014
Retail Analytic Conference , Santiago, Chile. “Impact of Wal-Mart Supercenter Entry on Brand Shares ”	2014
QME Conference, discussant , Duke, NC.	2012
NET Institute Conference , New York, NY. “Wireless Carriers’ Exclusive Handset Arrangements: An Empirical Look at the iPhone ”	2012
SICS Conference, discussant , Berkeley, CA.	2009
Northwestern/Chicago I.O. and Marketing Conference , Chicago, IL. “Non-linear Pricing and Competition: An Empirical Analysis ”	2008
Invitational 7th Choice Symposium , Philadelphia, PA. Session on Discrete Choice Models of Firms Decisions	2007
Marketing Science Conference , Pittsburgh, PA. “Pricing and Market Concentration in Oligopoly Markets: An Empirical Study of the Auto Rental Industry” “Impact of Discount Store Entry on Small Businesses, Employment, and Wages: An Empirical Investigation”	2006

	QME Conference , Chicago, IL. “Determinants of Entry Patterns in the Retail Discount Industry.”	2005
	Marketing Science Conference , Atlanta, GA. “Empirical Analysis of Entry and Location Choice in Discount Retailing.”	2005
	Marketing Science Conference , Maryland. “The Profitability of Price Experimentation.”	2003
HONORS, AWARDS AND GRANTS	Faculty fellow, AMA Sheth Consortium	2024
	Dick Wittink Best Paper Award	2019
	Marketing Science Service Award	2018 , 2024
	Faculty Impact Award, Krannert School of Management, Purdue University	2019
	Blake Family Fund for Ethics, Purdue University	2018-2019
	Social Sciences and Humanities Research Council Grant, Government of Canada PI	2014-2017
	Co-PI 2015-2019	
	INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow	2011,2015,2025
	Initiative on Global Markets research grant, University of Chicago	2011
	Finalist, Paul E. Green Award	2010
	NET Institute Grant	2009,2011
	Kauffman Foundation for entrepreneurship-related research, University of Chicago	2009
	Beatrice Foods Faculty Scholar, University of Chicago	2007-2008
	Phi Kappa Phi National Honor Society	2006
	Honorable Mention, Alden G. Clayton Doctoral Dissertation Competition, Marketing Science Institute	2005
	AMA-Sheth Doctoral Consortium Fellow, Texas A&M	2004
	William Larimer Mellon Fellowship, CMU	2000-2003
	University Graduate Student Scholarship (First Prize), Tsinghua University	1998
DOCTORAL STUDENT COMMITTEES	Hongju Liu (University of Connecticut)	
	Sungjoon Nam (Rutgers University)	
	Yi-lin Tsai (University of Delaware)	
	Sina Ghotbi (Build Direct)	
	Bin Li (Wright State University)	
	Miremad Soleymanian(Co-Chair, Simon Fraser University)	
	Li Song(GlobalFoundries)	
	Ming Lei (Tulane University)	
	Lu Yan(Chair, Hong Kong PolyU)	
	Siyu Lv (Captial One)	
	Hongyu Fu (NanKai University)	
	Chaewon Seol (in progress)	
	Arindam Roy Chowdhury (in progress)	
	Haotian Li (Chair, in Porgress)	
SERVICES	Marketing Department Head, Purdue	2025-
	Marketing Area Head, Purdue	2021-2023, 2024-2025
	Member, Management Policy Committee, Purdue	2021-2023, 2024-2025
	Member, Management Executive Committee, Purdue	2021-2023
	Member, MBA Program Committee, Purdue	2022
	Member, STAR Review Committee, Purdue	2022
	Chair, Blake Ethics Funds Review Committee, Purdue	2022-2023
	Chair, Marketing Faculty Recruiting Committee, Purdue	2021-2023,2024
	Member, Krannert Research Committee, Purdue	2021

Member, Faculty Promotions Area Committee, Purdue	2021-
Co-chair, Krannert Data Policy, Purdue	2020
Member, Women in Data Science Conference Committee, Purdue	2020
Chair, Data Analytics in Research and Teaching Committee, Krannert, Purdue	2018-2021
Member, Online MBA Committee, Krannert, Purdue	2018-2019
Member, PhD Program Committee, Krannert, Purdue	2017-2018
PhD Program Advisor, Marketing and Behavioral Science, Sauder, UBC	2015-2016
Member of China Council, UBC	2012-2014
Member, Editorial Review Board, Marketing Science	2017-
Member, Editorial Review Board, Quantitative Marketing and Economics	2017-2024
Committee Member, Research Grants Council (Hong Kong)	2021-2024