

TONGXIAO (CATHERINE) ZHANG

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Purdue University
West Lafayette, IN 47907
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ACADEMIC EXPERIENCE

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| Clinical Assistant Professor | Department of Marketing, Daniels School of Business, Purdue University, West Lafayette, IN 47907 (August 2025 – present) |
| Lecturer | Marketing Area, Department of Management, Daniels School of Business, Purdue University, West Lafayette, IN 47907 (August 2024 – July 2025) |
| Senior Lecturer | Department of Consumer Science, College of Health and Human Sciences, Purdue University, West Lafayette, IN 47907 (August 2012 – Summer 2024) |
| Lecturer. | The Gatton College of Business and Economics, University of Kentucky, Lexington, KY (August 2007 – December 2011) |
| Visiting Assistant Professor. | The Gatton College of Business and Economics, University of Kentucky, Lexington, KY (August 2005 – July 2007) |

EDUCATION

- Ph.D. Management of Information Technology, University of Maryland, College Park, MD
Minor: Marketing
- M.S. Retail Management, Purdue University, West Lafayette, IN
Minor: Computer Science
- B.A. International Trade and Economics, Beijing Polytechnic University, Beijing, China
Minor: Electronic Engineering

HONORS AND AWARDS

- Doctoral Consortium Participant, OCIS Division, Academy of Management Annual Conference, New Orleans, August, 2004
- First Runner-up for the Best Paper Award, OCIS Division, Academy of Management Annual Conference, Seattle, August, 2003
- Dean's Fellowship, Smith School of Business, University of Maryland, 2000-2004

INDUSTRIAL EXPERIENCE

- Reuters – Beijing Office
Data Analyst, Department of Marketing, Beijing, P.R. China (1995-1996)

RESEARCH INTERESTS

- Impact of information technologies on consumer behavior in electronic markets
- Impact of information technologies on retailer strategies in electronic markets

PUBLICATIONS IN REFEREED JOURNALS

- Zhang, T., Agarwal, R. & Lucas, H. (2011). The Value of IT-Enabled Retailer Learning: Can Personalized Product Recommendations Lock-in Consumers in Electronic Markets? *MIS Quarterly*, 35(4), 859-881.
- DeVaney, S. A. & Zhang, T. (2001). A Cohort Analysis of the Amount in Defined Contribution and Individual Retirement Accounts. *Financial Counseling and Planning*, 12 (1), 89-102.

PAPERS PRESENTED AT REFEREED CONFERENCES

- Zhang, T., & Agarwal, R. (2004). The Value of IT-Enabled Retailer Learning: Can Personalized Product Recommendations Cognitively Lock-in Consumers in Electronic Markets? Presented at Web 2004 pre-ICIS (International Conference on Information Systems) workshop, Washington D.C., December, 2004.
- Zhang, T., Faraj, S., & Bailey, J. (2003). Online Retailers' Strategies to Survive in a Homogeneous Product Market: An Exploratory Analysis. International Conference on Information Systems (ICIS), Seattle, December, 2003.
- Zhang, T., & Gosain, S. (2003). IT-based Retention Strategies and Consumer Switching Costs in Electronic Markets: A Framework. Academy of Management (AOM) Annual Conference, Seattle, August, 2003. **1st Runner-up for OCIS best paper award.**

REVIEWING EXPERIENCE (Ad-Hoc Reviewer)

- Information Systems Research
- Journal of Business Research
- Information & Management
- Omega
- Journal of Organizational Computing and Electronic Commerce
- Information Conference on Information Systems (ICIS)
- Academy of Management Annual Conference (AOM)
- Americas' Conference on information systems (AMCIS)

PROFESSIONAL DEVELOPMENT AND TEACHING GRANTS

- IMPACT. \$12,500. Purdue University, 2020-2021
- CURE. \$2,000. Purdue University, 2023
- Perspective Project. \$2,000. Purdue University, 2023
- Inclusivity Pedagogy. \$1,000. Purdue University, 2023
- Partners for Algorithmic Literacy (PAL). \$1,500. Purdue University, 2024

TEACHING INTERESTS

- Retail Management
- Merchandise Management
- Selling and Sales Management
- Negotiation
- Consumer Behavior
- Marketing Research
- Principles of Marketing

TEACHING EXPERIENCE

Retail Management

- MGMT424 (Retail & Sales Management) – Purdue University
- CSR209 (Introduction to Retail Management) – Purdue University

- CSR401 (Buying of Merchandise) – Purdue University
- CSR399 (Space Planning & Category Management with Blue Yonder) – Purdue University
- CSR323 (Visual Merchandising) – Purdue University
- CSR300 (Internship in Retail) – Purdue University

Sales Management

- MGMT424 (Retail & Sales Management) – Purdue University
- CSR344 (Fundamentals of Negotiation) – Purdue University
- CSR404 (Strategic Issues for Sales and Retailing) - Purdue University
- CSR315 (Relationship Selling) - Purdue University
- CSR418 (Selling and Sales Management Capstone) – Purdue University
- CSR415 (Salesforce Management) – Purdue University
- CSR307 (Internship in Sales) – Purdue University

Marketing

- MGMT324 (Marketing Management) – Purdue University
- MGMT42410 (Retail Management) – Purdue University
- CSR331 (Consumer Behavior) – Purdue University
- CSR332 (Cross-cultural and International Marketing) - Purdue University
- MKT300 (Marketing Management) – University of Kentucky
- MKT340 (Marketing Research) – University of Kentucky

MIS

- BMGT402 (Database Systems - Oracle DBMS) – University of Maryland
- BMGT201 (Introduction to Business Computing - Microsoft Office) – University of Maryland (Instructor for Weekly Lab Sessions)

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- CURE. \$2,000. Purdue University, 2023
- Perspective Project. \$2,000. Purdue University, 2023
- Inclusivity Pedagogy. \$1,000. Purdue University, 2023
- Partners for Algorithmic Literacy (PAL). \$1,500. Purdue University, 2024