

CURRICULUM VITAE
Jeongwen Chiang
2021

BUSINESS ADDRESS

China Europe International Business School
699 Hong Feng Road, Pudong
Shanghai, CHINA
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DEGREES

Ph.D., Economics, University of Minnesota
M.A., Economics, Rutgers University
B.A., Economics, National Taiwan University

ACADEMIC POSITIONS

2021 - present	Professor of Marketing China Europe International Business School (CEIBS), China
2020 - 2021	Emeritus Professor China Europe International Business School (CEIBS), China
2010 – 2019	Professor of Marketing China Europe International Business School (CEIBS), China
2005 - 2010	Professor of Marketing Cheung Kong Graduate School of Business (CKGSB), China
2000 – 2005	Professor of Marketing NUS Business School National University of Singapore
1997 – 2002	Associate Professor of Marketing (1997-1999) Professor of Marketing (1999-2002) School of Business and Management Hong Kong University of Science & Technology
1992 - 1996	Assistant Professor of Marketing John M. Olin School of Business Washington University in St. Louis, USA
1987 - 1992	Assistant Professor of Marketing William E. Simon Graduate School of Business Administration University of Rochester, USA

TEACHING AND RESEARCH INTERESTS

Digital Marketing, Marketing in China, Sustainable Marketing Strategies in B2B, Consumer Choice Theory, Effects of Sales Promotions, Measurement of Customer Satisfaction, Database Marketing, New Product/Service Development, Market Research, Competition in Telecommunication Industry

REFEREED ACADEMIC PUBLICATIONS

"Information Search and Product Returns Across Mobile and Traditional Online Channels", with Yufei Zhang, Chen Lin, Thomas Hult, and Roger Calantone, forthcoming, Journal of Retailing.

"Do "Little Emperors" get more than "Little Empresses"?: Boy-girl gender discrimination as evidenced by consumption behavior of Chinese households" with Chen Lin, Yuxin Chen and Yufei Zhang, Marketing Science , 2021, 40(6), 1123-1146.

"Dyad Calling Behavior: Asymmetric Power and Tie Strength Dynamics" with Botao Yang and Mengze Shi, Journal of Interactive Marketing, 2018, 42, 63-79.

"Consumer Switching in Service Contractual Settings" with Jochen Wirtz, Ping Xiao and Naresh Malhotra, Journal of Retailing, 2014, 90 (4), 463–480.

"Determining Consumers' Discount Rates With Field Studies," with Yao, Song, Carl F. Mela, and Yuxin Chen, Journal of Marketing Research, 2012, 49 (6), p822– p841. (**Paul E. Green Best Paper Award, 2012**)

"The Effects of the Dimensions of Technology Readiness on Technology Acceptance: An Empirical Analysis" with S. Y. Lam and A. Parasuraman, Journal of Interactive Marketing, 2008, Vol. 22(4).

"Price Competition with reduced consumer switching costs: The case of "Wireless Number Portability" in the Cellular Phone Industry" with Mengze Shi and Byong Duk Rhee, Management Science, 2006, Vol 52(1), pp. 27-38.

"Product Innovation Strategies for Established Market Pioneers and Later Entrants," with W. T. Robinson, Strategy Management Journal, 2002, Vol 23(9), pp 855-866.

"Promotions and Pattern of Grocery Shopping Time," with C. F. Chung and E. T. Cremers, 2001, Journal of Applied Statistics, 28, 801-819.

"The Decomposition of Promotional Response: An Empirical Generalization," with D. Bell and V. Padmanabhan, 1999, Marketing Science, 18:4, 504-526. (**Finalist of 2009 "Long Term Impact Award", INFORMS**)

"Heterogeneity and Bayesian Methods in Choice Modeling" with M. Wedel, W. Kamakura, N. Arora, A. Bemmaor, T. Elrod, R. Johnson, P. Lenk, S. Neslin, C. Poulsen, 1999, Marketing Letters, 10:3, 219-232.

"Markov Chain Monte Carlo and Models of Consideration Set and Parameter Heterogeneity," with S. Chib and C. Narasimhan, 1999, Journal of Econometrics, 89:223-248.

"Perspective on Multiple-Category Choice," with G. Russell, D. Bell, A. Bodapati, C. Brown, G. Gaeth, P. Manchanda and S. Gupta, 1997, Marketing Letters, 8:3, 297-306.

"A Cross-Category Analysis of Space Allocation, Product Variety and Retail Margins," with R. Wilcox, 1997, Marketing Letters, 8:2, 183-192.

"Are Sutton's Predictions Robust?: Empirical Insights Into Advertising, R&D, and Concentration," with W. Robinson, 1996, Journal of Industrial Economics, 44 (December), 389-408.

"Competing Coupon Promotions and Category Sales," 1995, Marketing Science, 14:1, 105-122.

Discrete/Continuous Models of Consumer Demand With Binding Non-Negativity Constraints," with L.F. Lee, 1992, Journal of Econometrics, 54, 79-93.

"A Simultaneous Approach to the Whether, What and How Much to Buy Questions," 1991, Marketing Science, 10:4, 297-315.

"Consumer Choice Models with Corner Solutions," 1990, American Statistical Association: Business and Statistics, 212-217.

"Transportation Costs in International Trade Theory: A Comparison With the Analysis of Nontraded Goods - A Note," with C.C. Mai, 1983, Quarterly Journal of Economics, 2 (May), 349-352.

PAPERS UNDER REVIEW

"Service Capacity, Share of Flights and Frequent Flyer Programs" with Chen Lin and Mengze Shi under review at Production and Operations Management

WORKING PAPERS

"Subsidy, Expansion and Transfer Effects of Coupons: Evidence from the Market Basket" with Bell, David R and George Knox

RESEARCH PROJECT IN PROGRESS

"On the Success of Internet Branding – Relationship Between Group Incentive Scheme and Sales Outcome" with Chen Lin and Mengze Shi

ONGOING BOOK PROJECT

"e-CRM: Customer Relation Management in the Digital World", with Alex Hu and Chen Lin.

BOOK

"Strategic Asian Marketing – An Essential Guide for Managers", with Hean Tat Keh, Pearson/Prentice Hall, 2004 (English and Chinese versions)

CASE

Lin, Chen and Jeongwen Chiang , "ZEISS (China) – Digital Transformation of B2B2C Business Partners" CI-2020-12-01

Lin, Chen and Jeongwen Chiang , "Handu: Full Throttle on Mobile Marketing" CI-515-057 (Chinese and English version available, both with teaching notes)

Chiang, Jeongwen, Chen Lin and Yu Xin, "Volkswagen Digital Transformation". CI-516-092 (Chinese and English version available, both with teaching notes)

MEMBERSHIP, PROFESSIONAL, AND MEDIA ACTIVITIES

Academic Council Member, *American Marketing Association* (CHINA), 2013-2015.

Editorial Board:

- *Journal of Consumer Marketing* (2013 – 2018)
- *International Journal of Research in Marketing* (2001 – 2009)
- *International Journal of Marketing Education* (2002 – 2009)

Membership: American Marketing Association, INFORMS

Ad hoc reviewer for:

Quarterly Journal of Economics, Journal of Econometrics, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Management Science, Journal of Marketing Research, Marketing Science, Journal of Business, International Journal of Research in Marketing, International Journal of Industrial Organization, Social Sciences and Humanities Research Council of Canada, National Science Foundation, Journal of the American Statistical Association, Hong Kong Research Grant Council.

Samples of High Profile Media Appearances and Articles

- “On Disney Amusement Park and Localization of Foreign Products and Services”, guest commentator appeared in Shanghai Media Group, TV Channel.
- “On Chinese E-commerce and O2O Future”, Interview with *National Public Radio (USA)*.
- “On China’s Broadband Connectivity”, Panel Discussant, China Broadcast International.
- “On China's three telecom operators' changing leadership”, Panel Discussant, China Broadcast International.
- International Channel Shanghai, “on Amazon's Black Friday promotion in China”
- Forbes, “On mobile commerce’s impact on China’s economy”
- China Daily, “On Western fast fashion brands in China”
- Week in China, “On partnerships among influential private-sector companies”
- European CEO, “On China’s slowdown”

RESEARCH GRANTS

CEIBS research grant on Gender Discrimination in China, RM240,000, 2018-2020

CEIBS research grant on Conspicuous Consumption in China, RM200,000, 2015-2017

CEIBS research grant on Mobile Marketing, RM200,000, 2013-2015

CEIBS research grant on Online-to-Offline business, RM400,000, 2011-2013

CEIBS research grant on Telecommunications, RMB400,000, 2010-2012

CKGSB research grant, “Loyalty Program – the Effect on Share of Wallet”, RMB450,000, 2007-2008

CKGSB research grant, “Customer Defection Prediction”, RMB400,000, 2005-2007

RGC competitive earmarked research grant, "The Impact of "Mobile Number Portability" on Consumer Welfare: The Case of the Mobile Phone Industry in Hong Kong", HK\$780,000 (US\$100,000), 2001-2002.

RGC competitive earmarked research grant, "Customer Satisfaction, Retention, and Recovery: An Integrated Approach to Customer Relationship Management", HK\$585,000 (US\$75,000), 1999- 2000.

RGC Direct Allocation Grant, "Externalities with Differentiated Products: The Case of the Cellular Phone Industry in Hong Kong", HK\$120,000 (US\$15,000), 1997-1999.

Research Grant, Marketing Science Institute, US\$4,000, 1996.

ADMINISTRATIVE SERVICES

Academic Director, CEIBS-Wharton-IESE Global CEO Program, 2013 - current

CEIBS, Executive Management Committee, 2010-2014

CEIBS, Department Chair, Department of Marketing, 2010 – 2014
CEIBS, Faculty P&T Committee, 2010-2012
CKGSB, Vice Dean of Academic Affairs, 2005-2010
CKGSB, Vice Dean of Administrative Matters, 2006-2007
NUS, University Task Force on Tenure & Compensation, Committee Member, 2003
Head, Department of Marketing, NUS Business School, NUS, 2001 – 2004.
NUS Business School, Management Committee, 2001 – 2005
NUS, University Promotion & Tenure Committee member, 2002 – 2003
NUS Business School, Office of Executive Education, Academic Council, Chair, 2001 – 2003
NUS Business School, Self-Funding Program Review Committee, Chair, 2001 – 2002
NUS Business School, Faculty Research Committee, Member, 2001 – 2002
NUS Business School, Executive Committee, 2000 – 2002
NUS, University Promotion & Tenure, Procedure Drafting Committee, Member, 2000 – 2001

CONSULTING EXPERIENCE AND CORPORATE-SPONSORED PROJECTS

JianTe Novartis (China), Hainan Airline, China Mobile (Chongqing), Merck Sharp & Dohme (Asia), HSBC Bank (HK), Café Americana, Detroit Edison, Small Business Bureau (St. Louis), Inventor Association, (St. Louis), Xerox Corporation, Meliora Consulting Co.

SAMPLES OF EXECUTIVE TEACHING

China Europe International Business School, Executive Education Programs
Cheung Kong Graduate School of Business, Executive Education Programs
Schaeffler Asia Pacific Leadership Program
Solvay Executive Develop Program
Baxter Marketing Leadership Program
NUS Executive Development Program
HKUST Executive Development Program
NUS Business School, Apex-Chinese EMBA Program
Diamler-Chrysler (China) Executive Program
Hainan Executive Program
Xian Janssen Executive Program
Hainan Executive Program
China Telecom Executive Training Program
China Mobile Executive Training Program
Maresk Executive Training Program