

# LINGLING ZHANG

Assistant Professor of Marketing

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China Europe International  
Business School (CEIBS)

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## **EDUCATION**

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Doctor of Business Administration (Marketing) 2016  
Harvard Business School, Boston, MA

M.A., Applied Statistics 2005  
University of Michigan, Ann Arbor, MI

M.S., Information Science 2001  
Nanjing University, Nanjing, China

B.A., Information Science (with honors) 1998  
Nanjing University, Nanjing, China

## **EMPLOYMENT**

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Assistant Professor	2021-present
China Europe International Business School (CEIBS), Shanghai, China	

Assistant Professor	2016-2021
Robert H. Smith School of Business, University of Maryland, College Park	

Senior Statistician	2005-2010
Center for Statistical Consultation and Research, University of Michigan, Ann Arbor, MI	

## **RESEARCH INTERESTS**

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Areas: healthcare marketing, platforms, digital marketing, multi-channel marketing  
Methodology: causal inference, econometrics, machine learning, industrial organization

## **PUBLICATIONS**

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- Zhou, Zhou, Lingling Zhang, and Marshall Van Alstyne. How Users Drive Value in Two-sided Markets: Platform Designs That Matter. *MIS Quarterly*, forthcoming.
- Song, Amy Yiping, Lingling Zhang, Liye Ma, and Indranil Bose. What Shall I Learn? Two-Stage Decision Making Under Social Influence on Corporate E-Learning Platforms. *Decision Support Systems* 171 (2023).
- Zhang, Lingling and Doug J. Chung. Price Bargaining and Competition in Online Platforms: An Empirical Analysis of the Daily Deal Market. *Marketing Science* 39, no. 4 (July–August 2020): 687–706.
- \* Feature Article at *Marketing Science*, October 2020
  - \* News coverage on Phys.org (<https://phys.org/news/2020-08-bargaining-daily.html>), August 2020
- Zhang, Lingling and Doug J. Chung. The Air War versus the Ground Game: An Analysis of Multi-channel Marketing in US Presidential Elections. *Marketing Science* 39, no. 5 (September–October 2020): 872–892.
- \* News coverage on Newswire ([https://www.newswise.com/politics/social-media-as-the-ground-game-in-election-season-2020/?article\\_id=733329](https://www.newswise.com/politics/social-media-as-the-ground-game-in-election-season-2020/?article_id=733329)), June 2020

## **WORKING PAPERS**

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- Cao, Jingcun, Xiaolin Li, and Lingling Zhang. Is Relevancy Everything? A Deep Learning Approach to Understand the Coupling of Image and Text. *Management Science*, Revise & Resubmit
- Minjung Kwon, Lingling Zhang, P.K. Kannan. Price Transparency in Healthcare: Understanding the Impacts of the Price Disclosure Policy in Maine. *Journal of Marketing Research*, Revise & Resubmit
- Huh, Jinhee and Lingling Zhang. Friends or Foes: The Impact of Influencer UGVs on Videogame Sales and Engagement.
- Zhang, Lingling, and Yajin Wang. Let the Data Speak: A Machine Learning Approach to Examine Heterogeneous Effects in Consumer Research.
- Feng, Fan, Lingling Zhang, and Vithala Rao. Machine Learning Inference for Heterogeneous Effects of Product Attributes

## **WORK IN PROGRESS**

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- How does Firms' Social ESG Rating Influence Brand Equity? with Yajin Wang, Hongyu Shan, and Ziqing He
- AI-empowered Selling Process in B2B Context: How can AI-driven Online Detailing Enhance Sales Performance, with Dongsheng Zhou and Yi Lu
- Influencer Branding over Lifecycles, with Guo Bai and P.K. Kannan

## **CONFERENCES AND PRESENTATIONS**

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### Marketing Technologies and Applications

- Invited panel, the 4<sup>th</sup> Digital Technologies in Operations and Marketing Workshop, 2024, Technical University of Munich School of Management, Germany

“Creator Economy and Social Commerce: Developments and Trends in China”

- Invited keynote speaker, The Creator’s Economy, 2023, Columbia University, NY, U.S.A.

“Influencer Strategy in User Engagement Growth”

- Choice Symposium, by invitation, 2023, INSEAD, France

“Influencer Reservoir: The strategy to Engineer Sustainable Influencer Marketing Campaigns.”

- European Marketing Science Conference, 2023, Odense, Denmark

“Understanding Consumer Journey using Online Conversations.”

- 44th ISMS Marketing Science Virtual Conference, 2022

“Price Transparency in Healthcare”

- The London School of Economics and Political Science, 2022

“Machine Learning Inference for Heterogeneous Effects of Product Attributes”

- 43rd Marketing Science Conference, Rochester, 2021
- NEOMA Business School, 2021
- Artificial Intelligence in Management, University of Southern California, 2021
- Indiana University, 2020
- NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2020.

“Social Influence in Online Employee Learning”

- Frontiers of Empirical Marketing Conference, Miami, Florida, 2019
- Marketing Dynamics, College Park, 2019.

“Estimating Preference with Heterogeneous and Fast-Updating Product Assortments”

- Marketing Science Conference, Rome, 2019.

“The Heterogeneous Effects of Information Disclosure: An Empirical Analysis of the Online Home Rental”

- Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UTD FORMS) Conference 2019
- Frontiers of Empirical Marketing Conference, Miami, Florida, 2018
- Nanjing University, China, 2018
- Marketing Science Conference, Temple University, Philadelphia, 2018.

“Feeling Cared For, Digitally”

- Marketing Science Conference, Temple University, Philadelphia, 2018.

“Strategic Channel Selection with Online Platforms”

- Marketing Science Conference, University of South California, LA, California, 2017
- Temple University, Philadelphia, 2017
- Rochester William E. Simon Graduate School of Business; New York University Stern School of Business; Texas A&M University Mays Business School; Syracuse Whitman School of Management; HKUST Business School; University at Buffalo School of Management; Emory University Goizueta Business School; UT Dallas Naveen Jindal School of Management, 2015

“The Air War versus the Ground Game”

- Marketing Science Conference, Fudan University, Shanghai, 2016.

“Blurred Lines: Do Live-Music Sales Drive Recorded-Music Sales”

- 10<sup>th</sup> Marketing Dynamics Conference, University of North Carolina, Chapel Hill, NC, 2013.

## **HONORS AND AWARDS**

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Allen J. Krowe Award for Teaching Excellence	2019-2020
Distinguished Teaching Award from Robert H. Smith School of Business	2016-2017, 2017-2018, 2018-2019, 2019-2020
Finalist, ISBM Doctoral Dissertation Award Competition	2016
Fellow, AMA-Sheth Foundation Doctoral Consortium	2015

## **SERVICES**

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Ad hoc reviewer at

*Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Production and Operations Management, International Journal of Marketing Research, Journal of Consumer Research, Production and Operations Management, Journal of Interactive Research, and Journal of Service Research.*