

LINGLING ZHANG
Assistant Professor of Marketing
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China Europe International
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EDUCATION

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

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

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

PUBLICATIONS

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), June 2020

WORKING PAPERS

Zhou Zhou, Lingling Zhang, and Marshall Van Alstyne. How Users Drive Value in Two-sided Markets: Platform Designs That Matter. *MIS Quarterly*, Revise & Resubmit.

Zhang, Lingling, and Yajin Wang. Let the Data Talk: Machine Learning Approach for Moderation Effect. *Journal of Consumer Research*, Revise & Resubmit.

Minjung Kwon, Lingling Zhang, P.K. Kannan. Price Transparency in Healthcare: Understanding the Impacts of Price Disclosure in Maine. *Journal of Marketing*, Revise & Resubmit

Zhang, Lingling, Yiping Amy Song, and Liye Ma. The Effect of Organizational Social Influence. *International Journal of Research in Marketing*, Revise & Resubmit.

Huh, Jinhee, Lingling Zhang, and P.K. Kannan. Friends or Foes: The Impact of Influencer UGVs on Videogame Sales and Engagement. *Journal of Marketing Research*, Reject & Resubmit.

Cao, Jingcun, Xiaolin Li, and Lingling Zhang. Is Relevancy Everything? A Deep Learning Approach to Understand the Coupling of Image and Text.

WORK IN PROGRESS

Promotion Effects in Two-Sided Markets. With Ziwei Cao, P.K. Kannan.

Machine Learning Inference for Heterogeneous Effects of Product Attributes. With Feng, Fan, Vithala Rao.

Retailing Opening and Consumer Omni-Channel Behaviors. With Yiping Amy Song, P.K. Kannan.

Estimating Preference with Heterogeneous and Fast-Updating Product Assortments. With Fan Feng, P.K. Kannan.

CONFERENCES AND PRESENTATIONS

“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”
- 10th Marketing Dynamics Conference, University of North Carolina, Chapel Hill, NC, 2013.

TEACHING

MKTG 138	Marketing Research Methods	2022
BUMK 726	Statistical Programming	2016-2020
BMGT 452	Marketing Research Methods	2016-2020
BUSO 603	Data Analysis	2019-2021
MOOC	Business Data Analysis	2020
MOOC	Fundamentals of Digital Marketing	2021

HONORS AND AWARDS

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

Ad hoc reviewer at

Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, International Journal of Marketing Research, Journal of Interactive Marketing