

QIN ZHANG

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EDUCATION

Ph.D. in Business Administration, majored in Marketing, Washington University in St. Louis, 2002
M.S. in Business Administration, majored in Marketing, Washington University in St. Louis, 2000
B.S. in International Finance, Tsinghua University, China, 1997

HONORS AND AWARDS

Dean's Award for Excellence in Faculty Research, School of Business, Pacific Lutheran University, 2018
The Honor Society of Phi Kappa Phi, Pacific Lutheran University, 2018
Dean's Award for Excellence in Teaching, School of Business, Pacific Lutheran University, 2017
Karen Hille Phillips Regency Advancement Award, Pacific Lutheran University, 2017
Albert J. Haring Symposium Faculty Representative, Indiana University, 2013
Marketing Science Institute Research Award #4-1659, 2010
Old Gold Fellowship, University of Iowa, 2010
Doctoral Symposium Faculty Fellow, University of Houston, 2004
AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001
Graduate Student Award by Association of Women Faculty, Washington University, 2001
Hubert C. Moog Doctoral Fellowship, Washington University, 1997-2002
University Excellent Student Scholarship, Tsinghua University, 1993-1995

PROFESSIONAL EXPERIENCE

September 2019 – Present

Tenured Associate Professor of Marketing, School of Business, Pacific Lutheran University

August 2015 – 2019

Assistant Professor of Marketing, School of Business, Pacific Lutheran University

August 2009 – 2015

Assistant Professor of Marketing, Tippie College of Business, University of Iowa

May – June 2009

Visiting Assistant Professor of Marketing, Graduate School of Business, Chonnam National University, South Korea

July 2002 – May 2009

Assistant Professor of Marketing, School of Management, University of Texas at Dallas

RESEARCH INTEREST

Retailing, Basket Data Analysis, Social Network, Database Marketing, Dynamic Choice Modeling and Promotions.

PUBLICATIONS – PEER REVIEWED JOURNAL ARTICLES

Zhang, Qin and P.B. Seetharaman (2018), “Assessing Lifetime Profitability of Customers with Purchasing Cycles,” *Marketing Intelligence and Planning*, 36 (2), 276-289. [ABDC Journal Rank: A]

Zhang, Qin, Manish Gangwar and P.B. Seetharaman (2017), “Polygamous Store Loyalties: An Empirical Investigation,” *Journal of Retailing*, 93 (4), 477-492. [ABDC Journal Rank: A*]

Zhang, Qin, P.B. Seetharaman and Chakravarthi Narasimhan (2012), “The Indirect Impact of Price Deals on Household’s Purchase Decisions through the Formation of Expected Future Prices,” *Journal of Retailing*, 88(1), 88-101. [ABDC Journal Rank: A*].

Chan, Tat, Chakravarthi Narasimhan and **Qin Zhang** (2008), “Decomposing Promotional Effects with a Dynamic Structural Model of Flexible Consumption,” *Journal of Marketing Research*, 45(4), 487-498. [Equal authorship; ABDC Journal Rank: A*].

Prasad, Ashutosh, Andrei Strijnev and **Qin Zhang** (2008), “What Can Grocery Basket Data Tell Us about Health Consciousness?” *International Journal of Research in Marketing*, 25(4), 301-309. [Equal authorship; ABDC Journal Rank: A*].

Zhang, Qin, P.B. Seetharaman and Chakravarthi Narasimhan (2005), “Modeling Selectivity in Households’ Purchase Quantity Outcomes: A Count Data Approach,” *Review of Marketing Science*. Vol. 3. Article 2.

PUBLICATIONS – PEER REVIEWED CONFERENCE PROCEEDINGS

Zhang, Qin, Manish Gangwar and Brian Ratchford, “Examining the Effects of Product Categories on Consumers’ Spending in Multiple Retail Formats,” the 45th **Academy of Marketing Science Annual Conference**, Coronado, May 2017.

PRESS COVERAGE

“Will scanning apps and new retail ‘experiences’ change your shopping habits?” *the News Tribune*, February 15, 2018.

“Study: Consumers not loyal to one store.” *Supermarket News*, February 1, 2018.

TEACHING EXPERIENCE

Instructor, School of Business, Pacific Lutheran University August 2015 – Present
Master of Science in Marketing Research/Analytics (MSMR/MSMA)
Big Data and Digital Analytics
Advanced Research Methods

Qualitative Marketing Research
Graduate Research Project Marketing (I, II)

Undergraduate

Principles of Marketing
Introduction to Marketing Analytics
Independent study on Marketing Practice in China

Instructor, Tippie College of Business, University of Iowa August 2009 – May 2015
Marketing Research (Undergraduate)

Instructor, Graduate School of Business, Chonnam National University, Korea May – June 2009
Marketing Research (MBA)

Instructor, School of Management, University of Texas at Dallas August 2002 – May 2009
Marketing Research (MBA)
Marketing Management (Undergraduate)

PROFESSIONAL SERVICES

Service in the Marketing Profession

- Session Organizer
 - Annual China Marketing International Conference, 2017, 2020
 - INFORMS Annual Conference, 2008
- Session Chair, Annual Marketing Science Conference, 2003, 2010, 2013, 2018
- Invited Discussant for *UTD-Frontiers Research in Marketing Conference*, 2008, 2009, 2013
- Reviewer for:
 - *Marketing Science*
 - *Management Science*
 - *Marketing Intelligence and Planning*
 - *Journal of Retailing and Consumer Services*
 - *Canadian Journal of Administrative Sciences*
 - *Review of Marketing Science*

Pacific Lutheran University, University Level Service

- PLU Chengdu Study Away Site Director, August 2019 – December 2019
- Elected Member, PLU Educational Policies Committee, 2018 - 2019
- PLU Chinese Study Program-Affiliated Faculty, 2016 - Present
- Faculty Interviewer, PLU Regents' and President's Scholarship, 2017, 2018

Pacific Lutheran University, School Level Service

- Elected Member, PLU School of Business Faculty Executive Committee, 2017-2019
- Member, PLU School of Business MSMR Program Recruiting and Curriculum Committee, 2016 - present
- Faculty Advisor, the Student Chapter of the American Marketing Association, 2016 – present

- Faculty Advisor to Business Students, 2015-present
- Member, Faculty Engagement and Impact Committee, 2015-2017
- Member, Marketing Faculty Recruiting Committee, 2015

University of Iowa

- Member, Marketing Department Faculty Recruiting Committee, 2013
- Member, Marketing Research Camps Organizing Committee, 2010 – 2014
- Member, Tippie School of Business Library Committee, 2011 – 2014

University of Texas at Dallas

- Member, School of Management Library Committee, 2003 – 2009
- Member, School of Management Online Database Committee, 2004 – 2009
- Member, Marketing Department Faculty Recruiting Committee, 2004

PROFESSIONAL AFFILIATION

American Marketing Association

Institute of Operations Research and the Management Sciences (INFORMS)

Digital Analytics Association

Academy of Marketing Science

Chinese Scholar Marketing Association