

# QIN ZHANG

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## EDUCATION

Ph.D. in Marketing, Washington University in St. Louis, 2002  
M.S.B.A. in Marketing, Washington University in St. Louis, 2000  
B.S. in Economics; Minor: International Finance, Tsinghua University, China, 1997

## RESEARCH INTERESTS

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

## HONORS AND AWARDS

Marketing Science Institute Research Award #4-1659 (\$3000), 2010.  
Old Gold Fellowship, University of Iowa, 2010  
AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001.  
Association of Women Faculty Graduate Student Award, Washington University, 2001  
Hubert C. Moog Doctoral Fellowship, Washington University, 1997-2002.  
University Excellent Student Scholarship, Tsinghua University, 1993-1995.

## PROFESSIONAL EXPERIENCE

September 2015 – Present

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 2009

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

July 2002 – May 2009

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

## PUBLICATIONS

Qin Zhang, P.B. Seetharaman and Chakravarthi Narasimhan (2012), “The Indirect Impact of Price Deals on Purchase Decisions through the Formation of Expected Future Prices,” *Journal of*

*Retailing*, 88(1), 88-101.

Tat Chan, 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. **(Authors are listed in alphabetical order)**

Ashutosh Prasad, 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. **(Authors are listed in alphabetical order)**

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

## **WORKING PAPERS**

P.B. Seetharaman and Qin Zhang, “Purchase Cycles in Customer Databases: A Gamma-Poisson Approach,” Under review at *European Journal of Marketing*. **(Authors are listed in alphabetical order)**

Qin Zhang, Manish Gangwar and P.B. Seetharaman, “Polygamous Store Loyalties: An Empirical Investigation,” to be submitted for the 2<sup>nd</sup> round review at *Journal of Retailing*.

Tat Chan, Fan Zhang and Qin Zhang, “Customer Migration from Online Retail Platforms,” being revised for the 2<sup>nd</sup> round review at *Marketing Science*. **(Authors are listed in alphabetical order)**

Sang-Uk Jung, Qin Zhang and Gary Russell, “Identifying High Value Customers in a Network: Network Structure Versus Individual Characteristics,” invited for resubmission at *Journal of Marketing Research*.

## **TEACHING EXPERIENCE**

2015 – Present	School of Business, Pacific Lutheran University Advanced Research Methods, Big Data and Digital Analytics, Qualitative Marketing Research, Introduction to Marketing Analytics, Principles of Marketing
2009 – 2015	Tippie College of Business, University of Iowa Marketing Research, Undergraduate Program
May 2009	Graduate School of Business, Chonnam National University, Korea Marketing Research, MBA Program
2002 – 2009	School of Management, University of Texas at Dallas Marketing Research, MBA Program Marketing Management, Undergraduate Program
1998 – 2002	Olin School of Business, Washington University

Teaching Assistant: Marketing Services, MBA Program  
Database Marketing, MBA Program  
Marketing Channels, MBA Program  
Marketing Management, MBA Program

## **DOCTORAL STUDENT SUPERVISION**

Dissertation Co-chair:

Sang-Uk Jung (Ph.D. June 2012; job placement: Assistant professor at University of Auckland, New Zealand)

Thesis Committees:

Manish Gangwar (Ph.D. June 2009; job placement: Assistant Professor of Marketing, Indian School of Business, India,

Seungwon Jeon (job placement: Assistant Professor of Marketing, St. John Fisher College)

Research Projects Supervised:

C. Vignesh (summer paper, 2006, University of Texas at Dallas)

Joan Yu (summer paper, 2005, University of Texas at Dallas)

Mose Lee (summer paper, 2004, University of Texas at Dallas)

## **PROFESSIONAL SERVICES**

Ad hoc reviewer for:

*Marketing Science*

*Management Science*

*Review of Marketing Science*

*Canadian Journal of Administrative Sciences*

PLU Marketing Faculty Recruiting Committee

PLU School of Business Faculty Engagement and Impact Committee

PLU School of Business Faculty Advisor to Student Chapter of American Marketing Association

## **SELECTED CONFERENCE PRESENTATIONS**

“Customer Migration from Retail Platforms,” working paper series, *Marketing Science Annual Conference*, Fudan University, Shanghai, June 2016.

“Identifying High Value Customers in a Network: Individual Characteristics vs. Social Influence,” *2013 Advanced Research Techniques (ART) Forum*, Chicago, IL, June 2013.

“Discussion on ‘Consumer Dynamic Usage Allocation of Learning under Multi-part Tariffs: Theory and Empirical Evidence’ by Gopolakishnan, Iyengar and Meyer,” *UTD-Frontiers Research in Marketing Conference*, University of Texas at Dallas, February 2013.

“Examining the Polygamous Store Loyalty,” *UTD-Frontiers Research in Marketing Conference*, University of Texas at Dallas, February 2012.

“Store Loyalty as a Category Specific Trait – What Drives it?” *Cheung Kong GSB Marketing Research Forum*, Cheung Kong Graduate School of Business, China, June 2009.

“The Indirect Impact of Current Prices on Purchase Decisions through the Formation of Expected Future Prices,” *Behavioral Pricing Conference*, Drexel University, September 2008.

“Profiling the Health-Conscious Segment of Grocery Shoppers Using a Multi-Category Brand Choice Model,” *Marketing Science Annual Conference*, Emory University, June 2005.

“Decomposing Purchase Elasticity with a Dynamic Structural Model of Flexible Consumption,” 2<sup>nd</sup> *Quantitative Marketing and Economics Conference*, Harvard University, November 2004.

#### PROFESSIONAL AFFILIATION

American Marketing Association

The Institute of Operations Research and the Management Sciences (INFORMS)