

PUBLICATIONS

- Qin Zhang, Manish Gangwar and P.B. Seetharaman (2017), "Polygamous Store Loyalties: An Empirical Investigation," forthcoming at *Journal of Retailing*.
- 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.

SELECTED PROFESSIONAL PRESENTATIONS (2011 TO PRESENT)

- "How Merchandising Programs of Individual Products Affect Consumer Spending in Retail Formats: A Multivariate Tobit Model," *China International Marketing Conference*, session organizer, University of International Business Economics, Beijing, July 2017.
- "Examining the Effects of Product Categories on Consumers' Spending in Multiple Retail Formats," *The 45th Academy of Marketing Science Annual Conference*, Coronado, May 2017.
- "Customer Migration from Retail Platforms," invited research seminar, School of Economics and Management, Chongqing University of Posts and Telecommunications, China, July 2016.
- "Customer Migration from Retail Platforms," working paper series, *Marketing Science Annual Conference*, Fudan University, Shanghai, June 2016.
- "Customer Migration from Retail Platforms," invited research seminar, University of Washington Tacoma, June 2016.
- "Customer Migration from Online Retail Platforms," *Marketing Science Annual Conference*, Özyeğin University, Turkey, July 2013.
- "Identifying High Value Customers in a Network: Individual Characteristics vs. Social Influence," competitive paper presentation, *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," Invited

discussant, *UTD-Frontiers Research in Marketing Conference*, University of Texas at Dallas, February 2013.

“Identifying High Value Customers in a Network: Individual Characteristics vs. Social Influence,” invited research seminar, College of Economics and Business Administration, Chongqing University, China, July 2012.

“Identifying High Value Customers in a Network: Individual Characteristics vs. Social Influence,” *INFORMS International Conference*, Beijing, China, June 2012.

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

“Examining the Polygamous Store Loyalty,” *Marketing Brown Bag Research Series*, University of Iowa, February 2012.

“Examining the Effects of Product Categories on Consumers’ Spending in Multiple Retail Formats,” *Marketing Brown Bag Research Series*, University of Iowa, April 2011.