PUBLICATIONS


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)


SELECTED PROFESSIONAL PRESENTATIONS (2011 TO PRESENT)


“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.


“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.