

## PUBLICATIONS

**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.

## 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.

## RESEARCH UNDER REVIEW

Chan, Tat, Fan Zhang, **Qin Zhang**, and Xing Zhang, “Customer Migration from Online Retail Platforms,” being revised for the 2<sup>nd</sup> round review at *Marketing Science*. [Equal authorship; ABDC Journal Rank: A\*]

Jung, Sang-Uk, **Qin Zhang** and Gary Russell, “Identifying High Value Customers in a Network,” being revised for the 2<sup>nd</sup> round review at *Marketing Letter*. [ABDC Journal Rank: A]

## WORKING PAPER

“The Neighborhood Effect on Charitable Giving,” with Sang-Uk Jung.

“Examining the Effects of Product Categories on Consumers’ Spending in Multiple Retail Formats,” with Manish Gangwar and Brian Ratchford.

## **SELECTED RECENT CONFERENCE PRESENTATIONS**

Presenter, *Marketing Science Annual Conference*, University of Roma Tre, Rome, June 2019

Session Chair and Presenter, *Marketing Science Annual Conference*, Temple University, Philadelphia, June 2018

Session Organizer and Presenter, *China Marketing International Conference*, University of International Business Economics, Beijing, July 2017.

Presenter, *the 45<sup>th</sup> Academy of Marketing Science Annual Conference*, Coronado, May 2017

Presenter, *Production and Operations Management Society (POMS) 28<sup>th</sup> Annual Conference*, Seattle, May 2017

Presenter, *Marketing Science Annual Conference*, working paper series, Fudan University, Shanghai, June 2016

Session Chair and Presenter, *Marketing Science Annual Conference*, Özyeğin University, Turkey, July 2013

Presenter, 2013 Advanced Research Techniques (ART) Forum, Chicago, June 2013

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

Presenter, *UTD-Frontiers Research in Marketing Conference*, University of Texas at Dallas, February 2012