

QIN ZHANG

School of Business
Pacific Lutheran University
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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.

RESEARCH UNDER REVIEW

Chan, Tat, Fan Zhang, **Qin Zhang**, and Xing Zhang, “Customer Migration from Online Retail Platforms,” being revised for the 2nd 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 2nd 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.

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)

STUDENT RESEARCH SUPERVISION

Ph.D. Dissertation Co-chair:

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

Ph.D. Thesis Committees:

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

Seungwon Jeon (Ph.D. June 2007 University of Texas at Dallas; job placement: Assistant Professor of Marketing, St. John Fisher College)

Ph.D. candidates 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)

Mentoring Students and Faculty Research

- Nicki Clifford and Reynide Dubreus, Master of Science in Marketing Research (MSMR) students at Pacific Lutheran University, 2017
- Nicole Wassinger, MSMR student at Pacific Lutheran University, 2017
- Brekke, Madeleine, MSMR student at Pacific Lutheran University, 2016

Internship Supervision

- Amanda Wallas, undergraduate marketing student at Pacific Lutheran University, Spring 2016

INVITED FULL PAPER TALKS AND CONFERENCE PRESENTATIONS

- School of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, July 2017
- School of Business, Faculty Development Research Series, Pacific Lutheran University, November 2016
- School of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, July 2016
- Marketing Science Annual Conference, working paper series, Fudan University, Shanghai, June 2016
- Milgard School of Business, University of Washington Tacoma, June 2016
- School of Business, Pacific Lutheran University, November 2014
- Sellinger School of Business and Management, Loyola University Maryland, October 2014
- College of Business and Economics, California State University Los Angeles, September 2014
- School of Business, University of Washington Bothell, October 2013
- 2013 Advanced Research Techniques (ART) Forum, Chicago, June 2013
- College of Economics and Business Administration, Chongqing University, China, July 2012
- UTD-Frontiers Research in Marketing Conference, University of Texas at Dallas, February 2012
- Marketing Brown Bag Research Series, University of Iowa, February 2012
- Marketing Brown Bag Research Series, University of Iowa, April 2011
- Marketing Brown Bag Research Series, University of Iowa, September 2009
- Cheung Kong GSB Marketing Research Forum, Cheung Kong Graduate School of Business, China, June 2009
- College of Business Administration, Chonnam National University, South Korea, May 2009
- College of Business Administration, Loyola Marymount University, November 2008
- Cox School of Business, Southern Methodist University, Oct 2008
- College of Management, University of Massachusetts Boston, Oct 2008
- School of Business Administration, Pennsylvania State University at Harrisburg, Oct 2008

- Tippie College of Business, University of Iowa, September 2008
- Morrison School of Management and Agribusiness, Arizona State University at Polytechnic, April 2008
- Cotsakos School of Business, William Paterson University of New Jersey, March 2008
- Behavioral Pricing Conference, Drexel University, September 2008
- The 2nd Quantitative Marketing and Economics Conference, Harvard University, November 2004
- Texas Universities Marketing Faculty Research Colloquium, Texas A&M University, April 2003
- Jones Graduate School of Business, Rice University, October 2001
- School of Management, University of Texas at Dallas, October 2001
- Rutgers Business School, Rutgers University, October 2001
- Lubar School of Business, University of Wisconsin at Milwaukee, October 2001
- School of Management, The State University of New York at Buffalo, October 2001
- College of Business Administration, Kent State University, October 2001
- Simon Business School, University of Rochester, November 2001
- Freeman School of Business, Tulane University, November 2001
- HKUST Business School, Hong Kong University of Science and Technology, November 2001
- Rotman School of Management, University of Toronto, November 2001

PROFESSIONAL SERVICES

Service in the Marketing Profession

- Session Organizer
 - Annual China Marketing International Conference, 2017
 - 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