Xu Zhang

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Academic Position

Assistant Professor of Marketing, London Business School — 2018 - present

Education

Ph.D. in Business Economics, University of Michigan — 2018
M.A. in Economics, University of California, Davis — 2012
B.Eng. in Automation (*magna cum laude*), Tsinghua University — 2011
B.A. in Economics (*double major*), Peking University — 2011

Honors and Awards

ISMS Early Career Scholar — 2023
Poets & Quants' Best 40-Under-40 Business School Professors — 2023
Best Teacher Award Runner-up - London Business School MiM Programme — 2021
47th Haring Symposium Fellow, Indiana University — 2017
Flamholtz Award for Academic Excellence, University of Michigan — 2016
INFORMS Marketing Science Doctoral Consortium Fellow — 2016
Neary Award for Academic Excellence, University of Michigan — 2015
University of Michigan Rackham 3MT Competition Finalist, University of Michigan — 2015
Katherine Terrell Award for Best Paper, University of Michigan — 2013

Fields of Interest

Substantive: Pricing and Information Provision on Digital Platforms
Methodological: Structural Models, Applied Econometrics, Field Experiments

Publications (* denotes student co-authors at the start of the project)

1. The Value of Platform Endorsement, with Mimansa Bairathi* and Anja Lambrecht. Conditionally accepted at **Marketing Science**.
2. TV Advertising and Online Sales: A Case Study of Intertemporal Substitution Effects for an Online Travel Platform, with Anja Lambrecht and Catherine Tucker. **Journal of Marketing Research** 61.2 (2024): 248-270.
3. Meet Me Halfway: The Costs and Benefits of Bargaining, with Puneet Manchanda and Junhong Chu. **Marketing Science** 40.6 (2021): 1081-1105.

4. Brighter Prospects? Assessing the Franchise Advantage Using Census Data, with Francine Lafontaine and Marek Zapletal. *Journal of Economics & Management Strategy* 28.2 (2019): 175-197. (Lead Article)

WORKING PAPERS (* denotes student co-authors at the start of the project)

5. Information Disclosure via Platform Endorsement in Online Healthcare, with Jiajia Zhan* and Hongqiao Fu. Revise and resubmit at *Journal of Marketing Research*.

6. Online Healthcare Platform Evolution: The Interplay of Bargaining and Network Effects, with Junhong Chu and Puneet Manchanda.

7. Seller Experience and Transaction Prices on a Blockchain-Enabled Marketplace, with Chaoran Liu* and Anja Lambrecht.

8. Gender Disparity in Online Reputation: Evidence from an Online Freelance Platform, with Mimansa Bairathi* and Anja Lambrecht.

9. Digital Platforms 2.0: Learnings, Opportunities and Challenges, with Shrabastee Banerjee, Ishita Chakraborty, Hana Choi, Hannes Datta, Remi Daviet, Chiara Farronato, Minkyung Kim, Anja Lambrecht, Puneet Manchanda, Aniko Öry, Ananya Sen, Marshall Van Alstyne, Prasad Vana, Kenneth C. Wilbur, and Bobby Zhou.

INVITED PRESENTATIONS

Bocconi University Marketing Camp (scheduled)	2024
Luohan Academy	2024
Carnegie Mellon University (Business Technologies)	2024
University of Warwick	2024
Hong Kong Quantitative Marketing Seminar, City University of Hong Kong	2023
University of Hong Kong	2023
University of Cambridge	2023
Imperial College London (Economics & Public Policy)	2023
Temple University	2022
Singapore Management University	2022
University of Essex	2021
Virtual Quantitative Marketing Seminar	2020
Ohio State University	2020
University of Maryland	2020
European Quant Marketing Seminar	2020
University of Warwick	2020
Peking University, National School of Development	2019
Nanyang Technological University	2017
McGill University	2017

Cornell University	2017
London Business School	2017
University of Texas at Dallas	2017
HEC Montréal	2017
Southern Methodist University	2017
Syracuse University	2017
Peking University, HSBC Business School	2017
Erasmus School of Economics	2017

Conference Presentations and Panels

NBER Summer Institute (Digital Economics and Artificial Intelligence) (scheduled)	2024
2024 China Marketing International Conference (keynote speaker) (scheduled)	2024
2nd Health Economics Conference, Toulouse School of Economics (scheduled)	2024
EMAC 2024 Annual Conference, Bucharest	2024
London Quantitative Marketing Conference, LSE	2024
2023 Conference on Artificial Intelligence, Machine Learning, and Business Analytics	2023
4th Pricing Symposium, London Business School	2023
Platform Leaders: The Future of Digital Platforms, London	2023
UCL-USC Cross-disciplinary Conference on Digital Platforms	2023
QME Conference 2023 (discussant), Imperial College London	2023
12th Choice Symposium, INSEAD	2023
London Business School Marketing Research Summer Camp	2023
45th Marketing Science Conference (session chair), Miami	2023
QME Conference 2022, University of Rochester	2022
13th Workshop on the Economics of Advertising and Marketing, London	2022
1st Cross-Disciplinary Management Meeting: Digital Platforms and Policy, LSE	2022
London Quantitative Marketing Conference, London Business School	2022
16th Annual Bass FORMS Conference, UT Dallas	2022
EMAC 2021 Annual Conference (session chair), Madrid	2021
15th Annual Bass FORMS Conference, UT Dallas	2021
Interactive Marketing Research Conference, Cass Business School	2020
42nd Marketing Science Conference (session chair), Duke University	2020
13th Digital Economics Conference, Toulouse School of Economics	2020
2019 China Marketing International Conference (session chair), Guangzhou	2019
8th NSD China Economic Development Forum, Nanchang	2019
Bargaining: Experiments, Empirics, and Theory Workshop, BI-Norwegian Business School	2019
Marketing Science Conference, Rome	2019
EMAC 2019 Conference, Hamburg	2019
CEPR Workshop on Incentives, Management and Organisation, Bocconi University	2018

40th Marketing Science Conference (session chair), Temple University	2018
Haring Symposium, Indiana University	2017
University of Michigan Brown Bag	2017
38th Marketing Science Conference, Shanghai	2016

PROFESSIONAL SERVICE

Editorial Review Board Member

| Marketing Science | 2022 - present |

Ad Hoc Reviewer

American Economic Journal: Microeconomics

Journal of Economic Psychology

Journal of Marketing Research

Management Science

Marketing Science

Quantitative Marketing and Economics

Conference Programme Committee Member

| Workshop on Platform Analytics, UCSD | 2023 - 2024 |
| QME Conference, Imperial College London | 2023 |

London Business School

| Faculty Hiring Committee Chair | 2023 |

TEACHING

London Business School

Digital Marketing (newly developed elective for MBA and executive MBA)	2022 - present
Empirical Marketing Models (PhD)	2020 - present
Marketing I (core for MiM)	2018 - 2021
Marketing II (marketing analytics for MiM)	2018 - 2022

Ross School of Business, University of Michigan

| Applied Microeconomics (core for BBA) | 2015 |

DOCTORAL STUDENT ADVISING

Dissertation Committee

Mimansa Bairathi (co-advisor, first placement: University College London 2023)

Transfer Committee

Seyed Mohammad Madhi Seyed Ghafouri (transfer committee member, LBS Marketing)

Chaoran Liu (transfer committee supervisor, LBS Marketing)

Yutong Hu (transfer committee chair, LBS Finance)

Zheng Li (transfer committee chair, LBS Finance)

Tong Wang (transfer committee chair, LBS Management Science and Operations)

Media Coverage

2024 Marketer's Priorities – All Signs Point to AI. *Martechvibe.* January 22, 2024.

Why Should Firms Experiment More When It Comes to Their Marketing Activity? *The Why Podcast.* October 25, 2023.

The Key Ingredients of Social Commerce Success. *Raconteur.* January 13, 2023.

John Lewis Christmas Ad Focuses On Kindness Theme. *BBC News.* November 13, 2020.

Is Your Firm Too Dependent On Facebook? *The Economist Applied.* October 19, 2020.

Independent Businesses Measure Up Against Franchises. *Ross Thought in Action.* July 17, 2018.