Xu Zhang

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Academic Position

Assistant Professor of Marketing, London Business School — 2018 - present
Visiting Fellow, London School of Economics and Political Science — Fall 2025

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

Fields of Interest

Substantive: Digital Platforms, Online Healthcare, Information Design, Pricing
Methodological: Structural Models, Causal Inference, Field Experiments, AI & Machine Learning

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

1. Beyond Text: How Voice Notes Shape Outcomes in Chat-Based Services, with Yi Zhang*. ***Management Science***, forthcoming.
2. Information Disclosure via Platform Endorsement in Online Health Care, with Jiajia Zhan* and Hongqiao Fu. ***Journal of Marketing Research*** 63.4 (2026): 686-705.
3. Digital Platforms 2.0: Emerging Topics, 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. ***International Journal of Research in Marketing*** 43.2 Part B (2026): 600-618.
4. Bargaining and Network Effects in Two-Sided Platforms: Evidence from Online Healthcare, with Junhong Chu and Puneet Manchanda. ***Marketing Science*** 45.2 (2026): 359-385.
5. The Value of Platform Endorsement, with Mimansa Bairathi* and Anja Lambrecht. ***Marketing Science*** 44.1 (2025): 84-101.
6. 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.

7. Meet Me Halfway: The Costs and Benefits of Bargaining, with Puneet Manchanda and Junhong Chu. ***Marketing Science*** 40.6 (2021): 1081-1105.

8. 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

9. When Professionals Become Influencers: The Impact of Live Streaming on Service Demand, with Yuqing Gu*, Yi Zhang*, and Puneet Manchanda. Revise & Resubmit at ***Journal of Marketing Research***.

10. Nutrition Labels and Customizable Food Choice, with Yichen Yu*, Lili Wang, and Jiajie Zang.

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

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

Work-in-Progress

13. Content Hiding in Creator Economy, with Yanting He*, Andreas Lanz, and Daniel Shapira.

14. Complementarities Between Humans and AI in Digital Advertising, with Anja Lambrecht.

Awards, Honors and Grants

Junior Faculty Research Award, London Business School	2025
Wheeler Institute Sui Foundation Grant (GBP 11,000)	2025
Faculty Fellow at ISMS Marketing Science Doctoral Consortium	2025
Marketing Science Service Award	2024
ISMS Early Career Scholar	2023
Poets & Quants' Best 40-Under-40 Business School Professors	2023
Runner-up, Best Master in Management Teacher Award, London Business School	2021
47$^{\text{th}}$ Haring Symposium Fellow, Indiana University	2017
Flamholtz Award for Academic Excellence, University of Michigan	2016
ISMS Marketing Science Doctoral Consortium Fellow	2016

Invited Presentations

University of California, Berkeley, Haas School of Business (scheduled)	2027
Erasmus University, Rotterdam School of Management (scheduled)	2027
WU Vienna University of Economics and Business (scheduled)	2027
Washington University in St. Louis, Olin Business School (scheduled)	2027
CUHK Business School (scheduled)	2026

MIT Sloan School of Management (scheduled)	2026
HKU Business School	2026
Singapore Management University	2026
Data Science and AI Faculty Seminar, London Business School	2026
Virtual Quantitative Marketing Seminar	2026
Georgetown University	2026
University of Maryland	2026
Johns Hopkins University	2026
Tilburg University	2025
Zhejiang University	2025
Goethe University Frankfurt	2025
Cornell University	2025
University of Toronto	2025
London School of Economics	2024
Bocconi University (Marketing Research Camp)	2024
Luohan Academy	2024
Carnegie Mellon University	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	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	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

13th Choice Symposium, Colorado 2026
48th Marketing Science Conference, Lisbon 2026
EMAC 2026 Annual Conference (session co-chair), University of Bath 2026
20th Annual Bass FORMS Conference, UT Dallas 2026
London Area Marketing Assembly, Warwick Business School 2026
4th Digital Economics Workshop, Imperial College London 2025
2025 Young European Scholar (YES) Marketing Conference, HEC Paris 2025
47th Marketing Science Conference (session chair), Washington, D.C. 2025
1st Creator Economy Conference, Portugal 2025
3rd Digital Economics Workshop, UK Competition and Markets Authority 2024
NBER Summer Institute (Digital Economics and Artificial Intelligence) 2024
2024 China Marketing International Conference (keynote speaker) 2024
2nd CEPR Health Economics Conference, Toulouse School of Economics 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
41st 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
Journal of the Academy of Marketing Science 2025 - present

Ad Hoc Reviewer

American Economic Journal: Microeconomics, Information Systems Research, International Journal of Research in Marketing, Journal of Economic Psychology, Journal of Marketing Research, Management Science, Marketing Science, Production and Operations Management, Quantitative Marketing and Economics

Conference Programme Committee

Workshop on Platform Analytics 2023 - present
QME Conference 2023

Grant and Competition Reviewer

John A. Howard/AMA Doctoral Dissertation Award 2026
MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2025 - present
KU Leuven Internal Funds 2025 - present

London Business School

Faculty Masterclass for the Global Master Admits Day 2026
Faculty Hiring Committee Chair 2023
Faculty Hiring Committee Member 2018 - present
Research Seminar Organizer 2018 - 2020

Teaching

London Business School

Digital Marketing (elective for MBA and Executive MBA) 2022 - present
Newly developed course; approximately 200 students enrolled per year
Course rating, last 3 years, 9 sections: mean 4.81, median 4.85; LBS average 4.48/5.00
Empirical Marketing Models (PhD) 2020 - present
Marketing I (core for Master in Management) 2018 - 2021
Marketing II (marketing analytics for Master in Management) 2018 - 2022

Ross School of Business, University of Michigan

Applied Microeconomics (core for BBA) 2015

Doctoral Student Advising

Advisor / Co-Advisor

Yichen Yu (current student, LBS)

Mimansa Bairathi (PhD, LBS, 2023; placement: University College London)

Coauthor and Mentor

Jiajia Zhan (PhD, Imperial College London, 2027; placement: University of Melbourne)

Yuqing Gu (PhD, University of Michigan, 2027; placement: CUHK-Shenzhen)

Yanting He (PhD, Imperial College London, 2026; placement: CUHK-Shenzhen)

Yi Zhang (PhD, UIBE, 2026; placement: The Hong Kong Polytechnic University, postdoc)

Chaoran Liu (PhD, LBS, 2025; placement: Peking University UK Campus)

PhD Candidacy Committee

Wani Zhang (LBS Management Science and Operations), Seyed Ghafouri (LBS Marketing), Chaoran Liu (LBS Marketing), Yutong Hu (LBS Finance), Zheng Li (LBS Finance), Tong Wang (LBS Management Science and Operations)

PhD Second-Year Paper Committee

Ian Malgarini (LBS Management Science and Operations), Xiangyu Jacob Jin (LBS Management Science and Operations), Lisha Yuan (LBS Marketing), Seyed Ghafouri (LBS Marketing), Jaqueline Pinheiro (LBS Marketing), Chaoran Liu (LBS Marketing)

Media Coverage

One Badge, Many Winners: The Spillover Effects of Platform Endorsement. Platform Papers. May 21, 2026.

Why Recognizing Top Performers Can Change More Than Performance. Forbes. April 21, 2026.

AI-Ready Marketing: The Next Shift in Digital Marketing Strategy. Think Ahead Podcast. May 14, 2025.

Generative AI in Telemedicine: Improving Continuity of Care. Wheeler Institute. March 5, 2025.

The Significance of Platform Endorsements. Luohan Academy (in Chinese). January 17, 2025.

Why Platform Endorsement Can Boost Sales Across The Board. Forbes. December 4, 2024.

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.

Starting a Business: Should You Choose a Franchise? The Dialogue Podcast on Ximalaya. December 23, 2019.

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

Industry Engagement & Outreach

Annual Digital Marketing Industry Executives Gathering 2024 - present

Host and organizer, with executives from Alphabet, Apple, Meta, Salesforce, Coca-Cola, and others

LBS podcast: "AI-Ready Marketing: The Next Shift in Digital Marketing Strategy" 2025

With Dean Sergei Guriev and Alex Schultz, CMO of Meta [Video]

Alumni outreach, LBS Advancement 2020 - present

Building connections with LBS alumni from Alphabet, Meta, PwC, BCG, and others

Produced video on "Three Ways to Find Optimal Prices in Online Markets"

LBS research podcast series for alumni, donors, and students 2024 - present

The Platform Dilemma [Video]

Platform Endorsement in Online Healthcare [Video]

TV Advertising and Online Sales [Video]

Book launch event for *Click Here* with Alex Schultz, CMO of Meta 2025

Event host and moderator

Book talk event for Angela Zhang's *High Wire* 2024

Event host and moderator

Research webinar moderator, Luohan Academy 2025