

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 (<i>magna cum laude</i>), Tsinghua University	2011
B.A. in Economics (<i>double major</i>), 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. Information Disclosure via Platform Endorsement in Online Healthcare, with Jiajia Zhan* and Hongqiao Fu. Forthcoming at *Journal of Marketing Research*.
2. 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. Forthcoming at *International Journal of Research in Marketing*.
3. 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.
4. The Value of Platform Endorsement, with Mimansa Bairathi* and Anja Lambrecht. *Marketing Science* 44.1 (2025): 84-101.
5. 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.
6. Meet Me Halfway: The Costs and Benefits of Bargaining, with Puneet Manchanda and Junhong Chu. *Marketing Science* 40.6 (2021): 1081-1105.

7. 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)

8. Beyond Text: How Voice Notes Shape Outcomes in Chat-Based Services, with Yi Zhang*. Revise & Resubmit at *Management Science*.

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

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

WORK-IN-PROGRESS (* denotes student co-authors at the start of the project)

12. Nutrition Labeling and Customizable Food Choice, with Yichen Yu* and Lili Wang.

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

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

15. Measuring the Business Value of AI Visibility, with Yichen Yu* and Ruohan Zhan.

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 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

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

Choice Symposium 2026, Colorado (scheduled)	2026
2026 Marketing Science Conference, Lisbon	2026
EMAC 2026 Annual Conference (session co-chair), University of Bath	2026
20 th Annual Bass FORMS Conference, UT Dallas	2026

London Area Marketing Assembly, Warwick Business School	2026
4 th Digital Economics Workshop, Imperial College London	2025
2025 Young European Scholar (YES) Marketing Conference, HEC Paris	2025
2025 Marketing Science Conference (session chair), Washington, D.C.	2025
1 st Creator Economy Conference, Portugal	2025
3 rd 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
2 nd 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
4 th 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
12 th Choice Symposium, INSEAD	2023
London Business School Marketing Research Summer Camp	2023
45 th Marketing Science Conference (session chair), Miami	2023
QME Conference 2022, University of Rochester	2022
13 th Workshop on the Economics of Advertising and Marketing, London	2022
1 st Cross-Disciplinary Management Meeting: Digital Platforms and Policy, LSE	2022
London Quantitative Marketing Conference, London Business School	2022
16 th Annual Bass FORMS Conference, UT Dallas	2022
EMAC 2021 Annual Conference (session chair), Madrid	2021
15 th Annual Bass FORMS Conference, UT Dallas	2021
Interactive Marketing Research Conference, Cass Business School	2020
42 nd Marketing Science Conference (session chair), Duke University	2020
13 th Digital Economics Conference, Toulouse School of Economics	2020
2019 China Marketing International Conference (session chair), Guangzhou	2019
8 th 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
40 th Marketing Science Conference (session chair), Temple University	2018
Haring Symposium, Indiana University	2017
University of Michigan Brown Bag	2017
38 th 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

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition	2025
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
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DOCTORAL STUDENT ADVISING

Students Advised ^a or Collaborated ^c with

- Jiajia Zhan ^c (Imperial College Business School, expected graduation 2027)
- Yuqing Gu ^c (University of Michigan, expected graduation 2027)
- Chaoran Liu ^c (LBS, first placement: Peking University UK Campus 2025)
- Mimansa Bairathi ^{a,c} (LBS, first placement: University College London 2023)

Advancement to 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 2nd Year Paper Grader

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 <i>Click Here</i> with Alex Schultz, CMO of Meta	2025
Event host and moderator	
Book talk event for Angela Zhang's <i>High Wire</i>	2024
Event host and moderator	
Research webinar moderator, Luohan Academy	2025