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

FIELDS OF INTEREST

Substantive: Information Provision, Pricing, Digital Platforms, Online Healthcare
Methodological: Structural Models, Applied Econometrics, Field Experiments, Machine Learning

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

1. Bargaining and Network Effects in Two-Sided Platforms: Evidence from Online Healthcare, with Junhong Chu and Puneet Manchanda. Forthcoming at ***Marketing Science***.

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

3. The Value of Platform Endorsement, with Mimansa Bairathi* and Anja Lambrecht. ***Marketing Science*** 44.1 (2025): 84-101.

4. 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.

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

6. 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)

7. 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. Minor revision at **International Journal of Research in Marketing**.

8. Beyond Text: How Voice Notes Shape Outcomes in Chat-Based Services, with Yi Zhang*. Under review.

9. When Professionals Become Influencers: The Impact of Live Streaming on Service Demand, with Yuqing Gu*, Yi Zhang* and Puneet Manchanda.

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

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

Honors and Awards

Junior Faculty Research Award, London Business School	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
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

Research Grants

Grant for project on *Generative AI in Telemedicine: Improving Continuity of Care*:	
GBP 11,000 Research Grant – Sui Foundation through Wheeler Institute, LBS	2025

Invited Presentations

Johns Hopkins University (scheduled)	2026
Georgetown University (scheduled)	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 (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

4th 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
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
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, 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 Member

Workshop on Platform Analytics	2023 - present

QME Conference	2023

London Business School

Faculty Hiring Committee Chair	2023

Grant and Competition Reviewer

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition	2025
KU Leuven Internal Funds	2025

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

Students Advised [a] or Collaborated [c] with

Chaoran Liu [c] (first placement: Peking University UK Campus 2025)

Mimansa Bairathi [a] (first placement: University College London 2023)

Transfer Committee

Wani Zhang (transfer committee chair, LBS Management Science and Operations)

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

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.