Judy (Zijing) Zhang

Fisher College of Business, Ohio State University
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EDUCATION

Ohio State University, Fisher College of Business, OH, USA	Aug, 2018 - Present
Ph.D., Quantitative Marketing	
University of Maryland, College Park, MD, USA	Aug, 2016 – Dec, 2017
M.A., Information Systems	
Worcester Polytechnic Institute, MA, USA	Aug, 2014 – May, 2016
M.A., Marketing	
Shanghai University of Finance & Economics (SUFE), China	Sep, 2010 – Jun, 2014
B.A., International Business	

WORK UNDER REVIEW

- **Using Text Analysis in Parallel Mediation Analysis**, with Alice (Hongshuang) Li and Greg Allenby, in preparation for third-round review at *Marketing Science*

WORK IN PROGRESS

- **Using Text Analysis in Serial Mediation Analysis**, with Alice (Hongshuang) Li and Greg Allenby
- **Using Synthetic Control to Understand Consumer Response to Price Change**, with Alice (Hongshuang) Li and Greg Allenby

RESEARCH INTERESTS

- Substantive: Parallel Mediation, Serial Mediation, New Technologies
- Methodology: Bayesian Inference, Econometric Models, Causal Inference

PRESENTATIONS

- "Using Text Analysis in Serial Mediation Analysis"
    - Scheduled for ISMS Marketing Science Conference, Miami, FL, June 2023
    - Production and Operation Management Society (POMS) Conference, Orlando, FL, May 2023
    - Mittelstaedt & Gentry Doctoral Symposiu, University of Nebraska-Lincoln, Nebraska, April 2023
- "Using Synthetic Control to Understand Consumer Response to Price Change"
    - Haring Symposium, Indiana University, Bloomington, IN, April 2022

HONORS AND AWARDS

- Mittelstaedt & Gentry Doctoral Symposium Fellow, University of Nebraska-Lincoln, Nebraska, April 2023
- AMA-Sheth Foundation Doctoral Consortium Fellow, The University of Texas at Austin, 2022
- Haring Symposium Fellow, Indiana University, 2020 & 2022
- Quantitative Marketing and Structural Econometrics Workshop Fellow, Northwestern University, 2019

TEACHING INTERESTS

Marketing Research, Marketing Analytics, Text Mining.

RESEARCH & TEACHING EXPERIENCE

Fisher College of Business, Ohio State University
Teaching Assistant, *Analytics of Micro Marketing Data (MBA)*   Sep, 2022-Dec 2022

Fisher College of Business, Ohio State University
Graduate Research Assistant   Sep, 2018 – Present

Fisher College of Business, Ohio State University
Instructor, *Marketing Research (Undergrad)*, Evaluation: 4.78/5.00   May, 2021-Aug, 2021

Fisher College of Business, Ohio State University
Instructor, *Marketing Research (Undergrad)*, Evaluation: 3.92/5.00   May, 2020-Aug, 2020

Robert H. Smith School of Business, University of Maryland
Teaching Assistant   Jan, 2017 – Dec, 2017

User Experience and Decision-Making Lab, Worcester Polytechnic Institute
Research Assistant   Sep, 2014 - May, 2016

Institute of Consumer Behavior Science, SUFE
Research Assistant   Aug, 2012 – Apr, 2014

Business School, SUFE
Teaching Assistant (MBA Course: Advertisement)   Nov, 2013 – Jan, 2014

DOCTORAL COURSEWORK

Marketing
  Consumer Behavior   Rebecca Reczek
  Recent Advancements in Marketing Research   Greg Allenby
  Bayesian Analysis (Audit)   Greg Allenby
  Prescriptive Analysis (Audit)   Greg Allenby

Marketing Models I	Nino Hardt
Marketing Models II	Alice Li

Statistic

Statistical Theory I	Yunzhang Zhu
Statistical Theory II	Mario Peruggia
Applied Statistics I	Jennifer Sinnott
Applied Statistics II	Matthew Pratola
Advanced Computational Statistics	Lo-Bin Chang
Causal Inference	Bo Lu

Economics

Microeconomics Theory IA	Dan Levin
Microeconomics Theory IB	James Peck
Microeconomics Theory IIA	Lixin Ye
Microeconomics Theory IIB	Huanxing Yang

SOFTWARE SKILLS

R, SPSS, Latex, Qualtrics

REFERNCE

Greg M. Allenby
Helen C. Kurtz Chair in Marketing
Professor of Marketing and Statistics
The Ohio State University
Email: allenby.1@osu.edu
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Rebecca Walker Reczek
Berry Chair of New Technologies in Marketing
Professor of Marketing
The Ohio State University
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Hongshuang (Alice) Li
Associate Professor of Marketing
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