

Curriculum Vitae—Bing Jing

Updated: Sep. 27, 2016

ADDRESS

Cheung Kong Graduate School of Business, Oriental Plaza, 3/F, Tower E3, 1 East Chang An Avenue, Beijing, 100738, China, Tel: 86-10-8518-8858, ext. 3314. Email: bjing@ckgsb.edu.cn

EDUCATION

Ph.D. in Business Administration, 2001
University of Rochester, Rochester, NY, USA.
Dissertation Title: Product Differentiation in Electronic Markets

Master of Science (Management Science), 1999
University of Rochester, Rochester, NY, USA.

Master of Business Administration, with Distinction, 1996
Bentley College, Waltham, MA, USA.

Bachelor of Engineering (MIS), with High Distinction, 1992
Beijing Information Technology Institute, Beijing, P.R. China

EMPLOYMENT

1992-1994, MIS Engineer, Beijing Automation Research Institute, Beijing, China

1996, Lead Programmer/Analyst, Instrumentation Lab, Lexington, MA, USA

2000-2001, Instructor, University of Rochester

2001-2007, Assistant Professor of Information Systems, Stern School of Business, New York University (NYU).

July 2007- June 2011, Assistant Professor of Marketing, Cheung Kong Graduate School of Business (CKGSB).

July 2011- , Associate Professor of Marketing, Cheung Kong Graduate School of Business (CKGSB).

JOURNAL PUBLICATION

1. Adoption of Internet-based Product Customization and Pricing Strategies, with R. Dewan and A. Seidmann, *Journal of Management Information Systems*, Fall 2000. (Google Scholar Citation: 181)
2. Product Customization and Price Competition on the Internet, with R. Dewan and A. Seidmann, *Management Science*, Aug. 2003. (Google Scholar Citation: 185)
3. On the Profitability of Firms in a Differentiated Industry, *Marketing Science*, May-June 2006. (Google Scholar Citation: 23)

4. Network Externalities and Market Segmentation in a Monopoly, *Economics Letters*, April 2007. (Google Scholar Citation: 59)
5. Product Differentiation under Imperfect Information: When does Offering a Lower Quality Pay? *Quantitative Marketing and Economics*, March 2007.
6. Finitely Loyal Customers, Switchers and Equilibrium Price Promotion, with Z. Wen, *Journal of Economics and Management Strategy*, Fall 2008. (Google Scholar Citation: 18)
7. Putting One-to-One Marketing to Work: Personalization, Customization and Choice, with N. Arora, X. Dreze, A. Ghose, J. Hess, R. Iyengar, Y. Joshi, V. Kumar, N. Lurie, S. Neslin, S. Sajeesh, M. Su, N. Syam, J. Thomas, and Z. J. Zhang, *Marketing Letters*, December 2008. (Google Scholar Citation: 143)
8. Pricing Experience Goods: The Effects of Customer Recognition and Commitment, *Journal of Economics and Management Strategy*, 20, 2, 2011. (Google Scholar Citation: 11)
9. Exogenous Learning, Seller-Induced Learning, and Marketing of Durable Goods, *Management Science*, 57:10, October 2011. (Google Scholar Citation: 10)
10. Product Line Competition and Price Promotions, with Z. J. Zhang, *Quantitative Marketing and Economics*, July-September 2011..
11. Social Learning and Dynamic Pricing of Durable Goods, *Marketing Science*, 30:5, September-October 2011. (Google Scholar Citation: 35)
12. Seller Honesty and Product Line Pricing, *Quantitative Marketing and Economics*, October-December 2011.
13. Equilibrium Financing in a Distribution Channel with Capital Constraint, Bing Jing, Xiangfeng Chen and Gangshu Cai, *Production and Operations Management*, November-December 2012. (Google Scholar Citation: 25)
14. Finance Sourcing in a Supply Chain, with A. Seidmann, *Decision Support Systems*, February 2014.
15. Customer Recognition in Experience vs. Inspection Good Markets, *Management Science*, January 2016.
16. Lowering Customer Evaluation Costs, Product Differentiation, and Price Competition, *Marketing Science*, January-February 2016.

17. Behavior-Based Pricing, Production Efficiency and Quality Differentiation, *Management Science*, forthcoming.

OTHER PUBLICATIONS

1. CKGSB Case: The Product Innovation Strategy of Fosun Medical Group (复星医药集团的产品创新战略), 2008.

2. CKGSB Case: The Loyalty Program of Wangfujing Department Store (王府井百货的顾客忠诚度计划), 2010.

3. CKGSB Case: Precision Marketing of Mobile Games at the Interactive Entertainment Division of Tencent (腾讯互娱事业部的手游精准营销), 2015.

4. Professor Jing Bing on Apple's business model (荆兵教授点评苹果商业模式), *Shanghai Securities Daily* (上海证券报), July 23, 2008.

5. Marketing wisdom during an economic crisis (危机中的营销智慧), *PKU Business Review* (北大商业评论), Dec. 2009.

6. Chasing its China Dream: Burger King's Dilemma, *CKGSB Knowledge*, August 2012.

MEDIA EXPOSURE

1. China touts its wares in bid to buff image, *The Globe and Mail*, December 4, 2009.

2. KFC, Pizza Hut push deeper into China, *The Globe and Mail*, May 10, 2011.

3. 奥赞企业占大头,快速消费品业各显神通抢先机, *Shanghai Securities Daily* (上海证券报), June 25, 2008.

4. 专访荆兵教授:从北京奥运出发赞助国外体育比赛, *Shanghai Securities Daily* (上海证券报), August 6, 2008.

5. 姚明:商业价值依然第一, *China Business Journal* (中国经营报), September 6, 2008.

6. Yum! Brands in China: Colonel Sanders' Recipe Gone Wrong, *CKGSB Knowledge*, April 2013.

7. Yum China: Can it become 'Finger Lickin' Good' again? *CKGSB Knowledge*, October 2015.

COURSES TAUGHT

1. Customer Relationship Management (at CKGSB).

2. Marketing Management (at CKGSB).

3. Information Technology in Business and Society (Core Course at NYU).

4. Economics of IS (PhD Course) (at NYU).

5. Business Process Redesign (at Rochester).

OTHER TEACHING INTERESTS

Competitive marketing strategy, e-commerce and Internet marketing, IT and business innovation.

ASSOCIATE EDITOR

Quantitative Marketing and Economics (December 2013 -)

REFEREE

Management Science, Marketing Science, M&SOM, POM, Journal of Economics and Management Strategy, Journal of Industrial Economics, International Journal of Industrial Organization, Hong Kong Research Council, Information Systems Research, Israel Science Foundation, MIS Quarterly, Journal of Management Information Systems, E-Commerce Research Journal, International Journal of Production Economics.

INVITED SEMINARS AND SELECTED CONFERENCE PRESENTATIONS

Koc University, Turkey (2016, confirmed),
Fudan University,
Hong Kong University of Science and Technology,
National University of Singapore,
Peking University (CCER and Guanghua School of Management),
Renmin University of China,
Tsinghua University,
Georgetown University,
Georgia Institute of Technology,
London School of Economics,
McGill University,
New York University,
Penn State University,
Simon Fraser University,
University of California (Irvine),
University of Florida,
University of Minnesota,
University of Texas (at Austin and Dallas),
University of Utah,
Hawaii International Conference on System Sciences (1999-2004),
International Conference on Information Systems (ICIS) (1999-2005),
Workshop on IS and Economics (WISE) (1999-2005),
DIS Workshop (2005, at University of Florida),
Consumer Choice Symposium (2007, at Wharton),
Annual Workshop on Industrial Organization and Management Strategy (IO/MS) (2006, 2008),
CKGSB Marketing Research Forum (2009),
Quantitative Methods in Business Administration (QMBA) Conference at Guanghua School of PKU (2010),
The Five-School Marketing Conference (2014),
The CKGSB-Kennedy School Research Forum (2015),

Annual Marketing Science Conferences.

CONFERENCES ORGANIZED

CKGSB Marketing and Economics Workshop (w. B. Viard), 2008.
The Elite Marketing Models Summer Camp, June 27-28, 2009.
CKGSB Marketing Research Forum (w. B. Sun), June 29-30, 2009.
The Joint CK-CMU Roundtable on Social Media Marketing (w. B. Sun),
Spring 2010.
CKGSB Marketing Research Forum (w. X. Chen), June 27-28, 2012.

COMMITTEES at CKGSB

Marketing Faculty Recruiting Committee, Chair (2011, 2012).
Marketing Faculty Recruiting Committee, Member (2013).
Research Fellow Committee (2009-present).
Research Seminar Committee (2009-2011).
Thesis Award Committee (2013, 2014).

MBA PROJECTS SUPERVISED

1. CK-Carlson MBA Practicum: New Product Launch at Dairy Queen (China), Jan. 2008.
2. CK-Carlson MBA Practicum: Marketing Strategy of Polaroid's Photo Printer, May 2008.
3. CK-Carlson MBA Practicum: Hormel's Distribution Strategies in China, May 2010.
4. DCP: Analysis of shopper behavior at Sephora: Studying shopper preferences through field surveys, 2007.
5. DCP: AXA-MinMetal Insurance (安盛): Family insurance product design and market segmentation, 2009.
6. DCP: Home Inn: Redesigning and Promoting its Loyalty Program, 2009.
7. DCP: Guohua Real Estate (国华置业): Positioning and pricing of its Qinghuangdao (秦皇岛) project, and targeted marketing of its villas, 2010.
8. DCP: ATP (吉象地板): Diagnosing the logistics of its China operations and prescribing suggestions for improvement.
9. DCP: Runtai Crystals (润泰水晶): Developing price promotion strategies for its crystal decorative products, 2011.
10. DCP: GE Healthcare: Streamlining the course schedule and training process for its HR Division, 2012.
11. DCP: TCL: Developing a marketing strategy for its Flash 2 phone in China, and designing an online photo-sharing community, 2015.
12. Google Case Competition: Supervising a team of CK MBAs to attend the 2010 Global Google Search Marketing Competition.

PhD STUDENTS

Evangelos Katsamakos (Fordham), Zhong Wen (Tsinghua).

HONORS AND GRANTS

The Outstanding Researcher Award (Year 2011) at CKGSB.

The 2013 Meritorious Service Award at Management Science.

Beta Gamma Sigma.

The NET Institute Research Grant (2008).

The National Natural Science Foundation (China) Grant (2009-2011).