

Z. JANE GU

Marketing Department
University of Connecticut
2100 Hillside Road, UNIT 1041
Storrs, CT, 06269
Jane.Gu@business.uconn.edu
Office: (860) 486-0493

EMPLOYMENT

Associate Professor Marketing (with tenure), University of Connecticut, 2017-present
Assistant Professor of Marketing, University of Connecticut, 2013-2017
Assistant Professor of Marketing, State University of New York, Albany, 2007- 2013

EDUCATION

Ph. D. Marketing, 2007, New York University
Thesis: Essays on Consumer Imperfect Rationality
Committee: Yuxin Chen (Chair), Russell Winer, Sha Yang, Joel Steckel, Anindya Ghose
M. S. Economics, 2001, State University of New York at Buffalo
B. A. Economics & B.S. Computer Science, 1997 (Summa Cum Laude), Wuhan University, China

RESEARCH INTERESTS

Topics: Digital Marketing, Online Retailing, Social Media, Behavioral Economics, Big Data
Methodologies: Structural Empirical Modeling, Bayesian Methods, Machine Learning, Game Theory

PUBLICATIONS

- Gu, Jane** and Giri Tayi (2017), "Consumer Pseudo-Showrooming and Omni-Channel Product Placement Strategies," *Management Information Systems Quarterly*, 41 (2), 583-606.
- Gu, Jane** and Giri Kumar Tayi (2015), "Consumer Mending and Online Retailer Fit-Uncertainty Mitigating Strategies," *Quantitative Marketing and Economics*, 13 (3), 251-282.
- Gu, Jane** and Giri Kumar Tayi (2015), "Investigating Firm Strategies on Offering Consumer Customizable Product," *Information Systems Research*, 26(2):456-468.
- Gu, Jane** and Yunchuan Liu (2013), "Retailer Store layout, Consumer Fit Uncertainty, and Channel Interaction," *Marketing Science*, 32 (4), 652-668.
- Gu, Jane** and Ying Xie (2013), "Providing Fit-Revealing Information in the Competitive Market," *Management Science*, 59 (5), 1196-1212.
- Gu, Jane** and Sha Yang (2010), "Quantity-Discount-Dependent Consumer Preferences and Competitive Nonlinear Pricing," *Journal of Marketing Research*, 47 (6), 1100-1113.

PAPERS UNDER REVIEW

Gu, Jane and Tansev Geylani, “Should Retailers Keep their Stores Well Organized? Strategic Store Design in a Vertical Channel,” under revision for resubmission, *Management Science*.

Gu, Jane and Xinxin Li, “Social Media and Firm Competitive Strategies,” under revision for resubmission, *Management Science*.

Gu, Jane and Yunchuan Liu, “Why Would a Big Retailer Demotivate Sales Advising?” under revision for 3rd review, *Quantitative Marketing and Economics*.

Gu, Jane and Yunchuan Liu, “Innovation Adoption Strategy at Gatekeeper Retailer under Consumer Acceptance Uncertainty,” under revision for resubmission, *Production and Operations Management*.

Gu, Jane and Ning Nan, “Dynamic Social Media Strategies in Competitive Market,” under review, *Management Information Systems Quarterly*.

WORKING PAPERS

Qiang Liu and **Gu, Jane**, “How Does Personal Selling Work? The Case of Detailing in the Pharmaceutical Market,” target: *Journal of Marketing Research*.

Gu, Jane, Sha Yang, and Michael Jia, “Dynamic Preference Construction in Large Experience Good Categories,” target: *Journal of Marketing*.

WORK IN PROGRESS

“Information Collection on Social Networks,” with Yunchuan Liu and Ricky Tan; Target: *Information Systems Research*.

“Brand Identity and Firm New Product Development Strategies: Theory and Empirical Evidence,” with Yu Wang, work in progress (preliminary results obtained); target: *Management Science*.

“Social Learning and Firm Customizable Product Strategies,” with Giri Tayi

CONFERENCE AND INVITED PRESENTATIONS

“Should Retailers Keep their Stores Well Organized? Strategic Store Design in a Vertical Channel,” INFORMS Annual Meeting, Huston, October 2017 (scheduled).

“Consumer Social Sharing and Brand Competition,” *University of British Columbia (IS group)*, March 2017.

“Social Media and Firm Competitive Strategies,” *University of Connecticut (Agriculture Economics group)*, September 2016.

- “Sales Advisory in a Distribution Channel,” *Frank M. Bass UT Dallas FORMS Conference, University of Texas, Dallas*, February, 2016.
- “From Consumer Behavior to Firm Strategy,” *East China University of Science and Technology*, Shanghai, China, August, 2015.
- “From Consumer Behavior to Firm Strategy,” *China Marketing International Conference 2015*, Xi’An, China.
- “Pseudo-Showrooming Effects and Retailer Omni-Channel Strategies,” *China Marketing International Conference 2015*, Xi’An, China.
- “Pseudo-Showrooming Effects and Retailer Omni-Channel Strategies,” *INFORMS Marketing Science Conference*, Baltimore, June 2015.
- “Pseudo-Showrooming Effects and Retailer Omni-Channel Strategies,” School-wide Research Seminar, *University of Connecticut*, January 2015.
- “Investigating Firm Strategies on Offering Consumer-Customizable Product,” *INFORMS Marketing Science Conference*, Emory University, Atlanta, June 2014
- “Facilitating Fit-Revelation in the Competitive Market,” *INFORMS International*, Beijing, China, 2012.
- “Retailer Store layout, Consumer Fit Uncertainty, and Channel Interaction,” *University of Illinois at Urbana-Champaign*, February 2012.
- “Retailer Store layout, Consumer Fit Uncertainty, and Channel Interaction,” *University of Central Florida*, February 2012.
- “Modeling Consumer Learning in a Large Product Category,” *Ohio State University*, September 2011.
- “Consumer Attribute-Based Learning and Retailer Category Management Strategies,” *Marketing Science Conference*, Houston, 2011
- “Facilitating Fit-Revelation in the Competitive Market,” *Rensselaer Polytechnic Institute*, March 2010.
- “Investigating Horizontal Information Disclosure,” *INFORMS Marketing Science Conference*, June 2009
- “Quantity-Discount-Dependent Consumer Preferences and Competitive Nonlinear Pricing,” *University of Iowa, State University of New York at Albany, California State University at Long Beach, Hong Kong University of Science and Technology, Chinese University of Hong Kong*, 2006.
- “Social Networks and Celebrity Endorsement Advertising,” *Washing University in St. Louis, Aarhus University, National University of Singapore, West Virginia University, State University of New York at Binghamton*, 2005.
- “Firm Heterogeneity in Prior Demand Belief and Endogenous Pioneer Advantage,” *Interdepartmental Workshop on Innovation*, Stern School of Business, New York University, March 2005
- “Bargaining and Information Integration in Distribution Channels,” *INFORMS Marketing Science Conference*, Erasmus University, Rotterdam, Netherlands, June 2004

“The Effect of Prior Knowledge on New Market Entry,” *INFORMS Marketing Science Conference*,
University of Maryland, College Park, June 2003

HONORS, AWARDS, AND GRANTS

Doctoral Consortium Faculty Mentor, Chinese Marketing International Conference, Xi’An, China, 2015
Provost’s Honor Roll on Teaching Excellence, University of Connecticut, Fall 2014, Spring 2015
NET Institute Summer Research Grant, 2014
CIBER Institute Grant, School of Business, University of Connecticut, 2013
Marketing Science Institute (MSI) Research Grant, 2010
Dean’s Research Award, School of Business, State University of New York, Albany, 2009
Faculty Research Award Program, State University of New York, Albany, 2009-1012
New York University Graduate Fellowship, 2001-2006
Scott Burton Hotchkiss Fellow, New York University, 2004
INFORMS Marketing Science Doctoral Consortium Fellow, 2004
State University of New York Buffalo Graduate Fellowship, 2000-2001

PROFESSIONAL SERVICES

Editorial Board

Journal of Business Research, 2010–present

Referee

Journal of Marketing Research
Marketing Science
Management Science
Quantitative Marketing and Economics
Information Systems Research
Production and Operations Management
Marketing Letters
Customer Needs and Solutions
Journal of Retailing
Decision Sciences
Journal of Economics and Management Strategy
Israel Science Foundation

Session Chair

China Marketing International Conference, Beijing, China, July 2017
China Marketing International Conference, Xi’An, China, July 2015
INFORMS Marketing Science Conference, Baltimore, June 2015
INFORMS Marketing Science Conference, Atlanta, June 2014
INFORMS Marketing Science Conference, Houston, June 2011
INFORMS Marketing Science Conference, Rotterdam, June 2004

Discussant

Frank M. Bass UT Dallas FORMS Conference, University of Texas, Dallas, February, 2013

TEACHING INTERESTS

Digital Marketing, Marketing Strategy, International Marketing, Marketing Research, Marketing Management, Distribution Channels

TEACHING EXPERIENCE

Digital Marketing and Social Media, Executive Education Thought Leadership Breakfast Session, *University of Connecticut*, April 2015.

Digital Marketing (undergraduate level and MBA level), University of Connecticut, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017 (highest median rating: 5/5)

Marketing Strategy (undergraduate level and MBA level), State University of New York at Albany, Fall 2009, Spring 2011, Fall 2012 (highest rating: 4.5/5)

Marketing Research (undergraduate level), State University of New York at Albany, Spring 2007, Fall 2008, Spring 2009, Spring 2012, Spring 2013 (highest rating: 4.2/5)

International Marketing (undergraduate level), State University of New York at Albany, Fall 2007, Spring 2010, Fall 2010 (highest rating: 4.2/5)

Introduction to Marketing (undergraduate level), New York University, Summer 2005 (6/7)

UNIVERSITY SERVICES

Faculty Recruiting Committee, Marketing Department, School of Business, *University of Connecticut*, 2017-2018

Organizer, School-Wide Research Seminar, School of Business, *University of Connecticut*, 2017-2018

Organizer, VOYA Global Colloquium, School of Business, *University of Connecticut*, 2017

PhD Policy Committee, Marketing Department, School of Business, *University of Connecticut*, 2015-2017

Executive Education Department Coordinator, Marketing Department, School of Business, *University of Connecticut*, 2014-2015

Research Computing Committee, School of Business, *University of Connecticut*, 2014-2016

MBA Policy Committee, Marketing Department, School of Business, *University of Connecticut*, 2014-2015

Undergraduate Policy Committee, Marketing Department, School of Business, *University of Connecticut*, 2013-2014

Marketing and Digital Media Initiatives Committee, Marketing Department, School of Business, *University of Connecticut*, 2013-2014

Research and Analytics Course and Curriculum Design Committee, Marketing Department, School of Business, *University of Connecticut*, 2013-2014

College Undergraduate Committee, School of Business, *State University of New York, Albany*, 2008-2013

Teaching and Learning Committee, School of Business, *State University of New York, Albany*, 2008-2010

MBA Ethical Seminar, School of Business, *State University of New York, Albany*, 2008

Research Committee, School of Business, *State University of New York, Albany*, 2007-2008, 2010-2011

COMMUNITY SERVICES

"Marketing Use of Consumer Volunteered Information," Speech given at UConn Science Salon, Hartford, CT, January 2017.

August 2017

“Path to Successful Digital Marketing Strategies,” Seminar given to local business owners, Booth & Dimock Memorial Library, Coventry, CT, April 2016.