

# Xing ZHANG

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WORK EXPERIENCE	Assistant Professor in Marketing Graduate School of Business, Sungkyunkwan University (SKK GSB)	2019 – present
	Postdoctoral Researcher Department of Marketing, the Chinese University of Hong Kong	2019 Jan – May
	Postdoctoral Researcher Singapore-ETH Center, <b>Swiss Federal Institute of Technology in Zurich</b>	2015 – 2018
RESEARCH INTERESTS	<b>Substantive:</b> Pricing, Choice Architecture Design, Consumer Learning <b>Methodological:</b> Quantitative Modeling, Field/Laboratory Experiment, Neuromarketing	
EDUCATION	Ph.D in Marketing <b>National University of Singapore</b> , Singapore	2009 – 2015
	B.A. in Economics <b>Jinan University</b> , Guangzhou, China	2003 – 2007
PUBLICATIONS	<ul style="list-style-type: none"><li>• Onn Siong Yim*, <b>Xing Zhang</b>*, Idan Shalev, Mikhail Monakhov, Songfa Zhong, Ming Hsu, Soo Hong Chew, Poh San Lai, and Richard P. Ebstein (2016), “<a href="#">Delay Discounting, Genetic Sensitivity, and Leukocyte Telomere Length</a>”, <i>Proceedings of the National Academy of Sciences, USA</i> 113(10), 2780-2785 (*Co-first Authorship and Corresponding Author) (Impact Factor = 9.66). <b>Media coverage:</b> <i>the Times, the Telegraph, the Daily Mail, Huffington Post, Xinhua News Agency, People.com.cn, Asian Scientists.</i></li><li>• Maurice Schweitzer, Teck-Hua Ho, and <b>Xing Zhang</b> (2018), “<a href="#">How Monitoring Influences Trust: A Tale of Two Faces</a>”, <i>Management Science</i> 64(1), 253-270.</li></ul>	
WORKING PAPERS	<ul style="list-style-type: none"><li>• “Sunk Cost Fallacy, Self-control, and Contract Design”, with Ganesh Iyer, Xiaoyan Xu, and Juin Kuan Chong</li><li>• “Shadow of pandemics: Exposure to SARS and long-term mental health afterward”, with Chao Ma, Victor Li, and Wenxin Jiang</li><li>• “Preference for Hedging in Multiple Choice Questions”, with Jingcheng Fu and Songfa Zhong</li><li>• “Putting Preference for Randomization to Work – Evidence from Field and Lab Experiments”, with Songfa Zhong</li></ul>	

- “Chitchat Matters: How Does Chatbot Influence Trust”, with Yunfeng Lu, Yohanes Eko Riyanto, and Georgios Christopoulos  
– **The Best Paper Award** in *2018 National Annual Conference of Game Theory and Experimental Economics in China*

BOOK CHAPTER Richard P. Ebstein, Yushi Jiang, **Xing Zhang**, and Soo Hong Chew “Genetics, Personality and Health Behaviors” in *Behavioral Genetics of Temperament and Personality* edited by Kimberly J. Saudino and Jody M. Ganiban, Springer, forthcoming.

AWARDS AND FELLOWSHIPS Teaching Excellence Award, SKK GSB, Sungkyungkwan University, 2021  
AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014.  
The Best Supporting Actor in English Drama Competition, Jinan University, 2004.

REFEREE SERVICES Management Science, Annals of Operations Research, Journal of Economic Behavior & Organization, Economics Letters, Theory and Decision

INVITED PRESENTATIONS Lingnan University, 2022; Xi’an Jiaotong University, 2020; Zhejiang University, 2019; Renmin University, 2018; Shanghai Jiaotong University, 2018; Nanyang University of Technology, 2018;

TEACHING EXPERIENCE **Customer Analytics**, Master of Science in Business Analytics program, SKK GSB, 2018 –  
**Marketing Analytics**, Full-time / Professional MBA program, SKK GSB, 2018 –  
**Marketing Management**, Full-time / Professional MBA program, SKK GSB, 2018 –  
**Principles of Marketing**, National University of Singapore, 2015.

LANGUAGES **To Human:** Chinese (native), English (fluent).  
**To Computer:** R, Python, Stata