

JONATHAN Z. ZHANG

Professor of Marketing | Dr. Ajay Menon Professor in Business | Colorado State University
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PROFESSIONAL PROFILE

Jonathan Z. Zhang is Professor of Marketing and Dr. Ajay Menon Professor in Business at Colorado State University, an MSI Scholar, and Associate Editor for *Journal of Marketing* and *Journal of the Academy of Marketing Science*. His research examines how firms use data, technology, pricing, channels, and customer relationships to create measurable business and consumer value. His expertise spans quantitative marketing, customer analytics, customer relationship management, pricing, B2B marketing, retail and omnichannel strategy, direct marketing, AI marketing, and digital transformation. His work has appeared in leading academic journals including *Journal of Marketing*, *Marketing Science*, *Management Science*, *Journal of the Academy of Marketing Science*, and *Information Systems Research*, as well as practitioner-oriented outlets including *Harvard Business Review*, *MIT Sloan Management Review*, and *California Management Review*. His research and commentary have been featured in major business and media outlets on retail transformation, digital platforms, direct mail, pricing, online reviews, AI in marketing, and consumer trends.

EDUCATION

Columbia Business School, Columbia University, New York, NY

Ph.D. in Quantitative Marketing, 2005 - 2011

(**Dissertation:** “Dynamic Targeted Pricing in B2B Settings” Committee Members: Asim Ansari (co-chair), Oded Netzer (co-chair), Scott Neslin, Raghu Iyengar, Brett Gordon)

Rutgers Honors College, Rutgers University, New Brunswick, NJ

B.A. in Economics & B.S. in Mathematical Statistics (Summa Cum Laude), 2001 - 2004

ACADEMIC APPOINTMENTS

Colorado State University, College of Business, Fort Collins, CO

Professor of Marketing, 2026–Present

Dr. Ajay Menon Professor in Business, 2022–Present

Dean’s Distinguished Research Fellow, 2021–2022

Associate Professor of Marketing, 2021–2026

Assistant Professor of Marketing, 2019–2021

Affiliate Faculty & Steering Committee Member

Data Science Research Institute, Colorado State University, 2021–Present

Cheung Kong Graduate School of Business, Beijing, China

Visiting Professor, January–July 2026

University of Washington, Michael G. Foster School of Business, Seattle, WA
Assistant Professor of Marketing, 2010–2019

EDITORIAL APPOINTMENTS

Associate Editor:

- *Journal of Marketing*, 2024-present
- *Journal of the Academy of Marketing Science*, 2022-present
- *Management and Business Review*, 2022-present

Editorial Review Board member:

- *Journal of Marketing Research*, 2026 – present
- *Journal of Retailing*, 2026-present
- *Journal of the Academy of Marketing Science*, 2017- 2022
- *Journal of Marketing*, 2022-2024

RESEARCH AND APPLIED EXPERTISE

- Quantitative marketing, customer analytics, and empirical marketing strategy
- Customer relationship management, retention, loyalty, and customer lifetime value
- B2B marketing, B2B pricing, dynamic pricing, and sales/channel strategy
- Retail, omnichannel, physical store value, catalogs, and direct marketing effectiveness
- AI marketing, digital transformation, recommender systems, and firm performance
- Purpose orientation, responsible business, consumer welfare, and business model innovation

SELECT HONORS AND AWARDS

- Winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2026
- MSI Scholar, Marketing Science Institute, 2024
- Finalist, AMA-EBSCO-RRBM Award for Responsible Research in Marketing, 2024
- Louis W. Stern Award, “for contribution to theory and practice, originality, technical competence, and impact on the field of channels of distribution,” American Marketing Association, 2023
- Global Advisory Board, Sales and Marketing Strategy (SAMS) Institute, Seattle, April 2022 - Present
- Invitee, Direct Marketing Education Foundation (DMEF) Professors’ Institute, Southern Methodist University, Dallas, TX, January 2022
- Dean's Distinguished Research Fellow, 2021 - 2022
- Excellence in Research Award, College of Business, Colorado State University, 2020
- Daniels Fellow, College of Business, Colorado State University, 2020, 2021, 2022

- *Chevalier*, Confrérie des Chevaliers du Tastevin, 2020
- AMA-Sheth Consortium Faculty Fellow, 2012, 2018
- Finalist, Frank M. Bass Award, 2015
- Finalist, John D.C. Little Award, 2014 (best marketing paper published in an INFORMS journal)
- Finalist, Frank M. Bass Award, 2014 (best marketing paper derived from a Ph.D. thesis published in an INFORMS journal)
- Ron Crockett / Dean's Award for Excellence in Teaching, University of Washington, 2014.
- *Commandeur*, Commanderie de Bordeaux, 2013 (*Régent*, Seattle, 2014-2017)
- Invitee, Direct Marketing Education Foundation (DMEF) Professors' Institute, Southern Methodist University, Dallas, TX, January 2012
- Shankar-Spiegel Dissertation Award (DMEF), 2009
- Luxury Education Foundation Fellowship, Columbia Business School, 2009
- Graduate Fellowship, Columbia University 2005-2010
- Highest Departmental Graduating Honors, Statistics Department; Economics Department; Rutgers University, 2004
- Summa Cum Laude, Rutgers University, 2004
- Class of 1945 Merit Scholarship, Rutgers University, 2004
- Sidney Simon's Award for Outstanding Business Applications of Economics, Rutgers University, 2004
- Bear Stearns and Co. Merit Scholarship, 2004
- Phi Beta Kappa, 2003

APPLIED RESEARCH AND INDUSTRY ENGAGEMENT

Zhang's work connects rigorous marketing scholarship with managerial decision-making in customer analytics, pricing, retail and omnichannel strategy, direct marketing, AI marketing, digital transformation, and brand strategy. His practitioner-oriented research has appeared in *Harvard Business Review*, *MIT Sloan Management Review*, and *California Management Review*, and he has collaborated with organizations including the United States Postal Service, Church & Dwight, NetChoice, LuxeConsult, and L. Leroy Montre on research and advisory initiatives involving direct mail ROI, marketing measurement, pricing, digital competition, Amazon e-commerce performance, product strategy, luxury branding, and brand positioning. His applied work also informs policy-facing and legal-context questions involving consumer perception, survey methodology, conjoint/WTP research, marketing claims, and empirical research design.

He has also delivered executive education, keynote presentations, and company/industry talks on customer-centric marketing strategy, disruptive global marketing strategy, retail transformation, AI marketing, brand building, and business model innovation in English and Mandarin Chinese.

SELECTED RESEARCH DOMAINS

- **Customer Analytics, CRM, and Customer Value:** Customer relationship dynamics, retention, loyalty, customer lifetime value, customer interdependence, data-driven customer strategy.
- **Pricing, B2B Marketing, and Sales/Channel Strategy:** Dynamic targeted pricing, B2B pricing, multichannel pricing strategy, sales strategy, channel management, pricing architecture.
- **Retail, Omnichannel, and Marketing Effectiveness:** Omnichannel strategy, direct mail, physical-digital marketing, advertising ROI.
- **AI Marketing, Digital Transformation, and Marketing Technology:** AI marketing, recommender systems, digital platforms, digital transformation, technology use and firm performance.
- **Brand Strategy, Responsible Growth, and Consumer Welfare:** Purpose orientation, responsible business, scarcity, luxury branding, brand positioning, and business models that create social and economic value.

BOOK/BOOK CHAPTER

Mojir, Navid & **Zhang, Jonathan Z.** (2026). “B2B Pricing”, *Handbook in Pricing* ed. K. Sudhir, Vithala Rao. *Forthcoming*

PUBLICATIONS

1. **Zhang, Jonathan Z.** (2025). How Direct Mail Delivers in the Age of Digital Marketing. *MIT Sloan Management Review*. Fall 2025 issue.
2. Taylor, Wayne & **Jonathan Z. Zhang** (2025) “CRM with Reference-Dependent Sensitivities: Evidence from the Casino Industry. *Quantitative Marketing and Economics*, *Forthcoming*
3. Mu, Jifeng & **Jonathan Z. Zhang** (2025). Artificial intelligence marketing usage and firm performance. *Journal of the Academy of Marketing Science*, *Forthcoming*
4. Blocker, Christopher, Joe Cannon, & **Jonathan Z. Zhang** (2025) Purpose-driven transformation: A roadmap for leaders to enhance social impact and business performance. *California Management Review*, May
5. Blocker, Christopher, Joe Cannon, & **Jonathan Z. Zhang** (2025). Are Your Company’s Purpose Initiatives Working? *Harvard Business Review*, February

6. Blocker, Christopher, Joe Cannon, & **Jonathan Z. Zhang** (2024). Purpose orientation: An emerging theory transforming business for a better world. *Journal of the Academy of Marketing Science*, 1-27.
 - 2026, AMA-EBSCO-RRBM Award for Responsible Research in Marketing
7. Crecelius, Andrew, Justin Lawrence, Robert Palmatier, & **Jonathan Z. Zhang** (2024). Multichannel discount spillover in B2B markets. *Journal of the Academy of Marketing Science*, 52(4), 1086-1106.
8. Blocker, Christopher, **Jonathan Z. Zhang**, Ron Hill, Caroline Roux (2023). Scarcity as strategy: innovative business models for a resilient future. *California Management Review*, October
9. Blocker, Christopher, **Jonathan Z. Zhang**, Ron Hill, Caroline Roux, Canan Corus, Martina Hutton, Joshua Dorsey, & Elizabeth Minton (2023). Rethinking scarcity and poverty: building bridges for shared insight and impact. *Journal of Consumer Psychology*, 33(3), 489-509.
 - 2024 Finalist, AMA-EBSCO-RRBM Award for Responsible Research in Marketing
10. Zhang, Zelin, Kejia Yang, **Jonathan Z. Zhang**, & Robert Palmatier (2023). Uncovering synergy and dysergy in consumer reviews: a machine learning approach. *Management Science*, 69(4), 2339-2360.
11. Leung, Fine, **Jonathan Z. Zhang**, Flora Gu, Yiwei Li, & Robert Palmatier (2022). Does influencer marketing really pay off? *Harvard Business Review*, November
 - Featured in *Adweek*
12. **Zhang, Jonathan Z.** & Oliver R. Müller (2022). Building and sustaining luxury brands - reflections on the Swiss watch industry. *Rutgers Business Review*, 7(3), 250-266.
13. **Zhang, Jonathan Z.** (2022). How paper catalogs remain relevant in a digital age. *Harvard Business Review*, July
14. Sun, Yacheng, **Jonathan Z. Zhang**, & Dan Zhang (2022). When - and how - to build hurdles into a loyalty program. *Harvard Business Review*, June

15. Hutton, Martina, Canan Corus, Joshua Dorsey, Elizabeth Minton, Caroline Roux, Christopher Blocker, **Jonathan Z. Zhang** (2022). Getting real about consumer poverty: deep processes for transformative action. *Journal of Consumer Affairs*, 56(3), 1332-1355.
 - Special issue on Transformative Consumer Research
16. Leung, Fine, Flora Gu, Yiwei Li, **Jonathan Z. Zhang**, & Robert Palmatier (2022). Influencer marketing effectiveness. *Journal of Marketing*, 86(6), 93-115.
 - Featured in *CSU SOURCE*, *UW News*, *Adweek*, *US Chamber of Commerce*, *RetailWire*
 - *JM Buzz Podcast*
17. **Zhang, Jonathan Z.** (2022). 如何让消费者重回实体店 (How to make consumers return to brick-and-mortar stores), *Business Review* (in Chinese), January
18. Pandey, Devansh, Srabanti Mukherjee, Gopal Das, **Jonathan Z. Zhang** (2022). Improving base-of-the-pyramid consumer welfare through mobile technology services. *Journal of Services Marketing*, 36(2), 232-244.
19. Mu, Jifeng, **Jonathan Z. Zhang**, Abhishek Borah, & Jiayin Qi (2022). Creative appeals in firm generated content and product performance. *Information Systems Research*, 33(1), 18-42
20. **Zhang, Jonathan Z.**, C.W. Chang, & Scott Neslin (2022). How physical stores enhance customer value: the importance of product inspection depth. *Journal of Marketing*, 86(2), 166-185.
 - Featured in *Columbia Business School Ideas and Insights* - "Rebirth of Retail"
 - Featured in *Bloomberg Professional Services*, *Bloomberg Businessweek*, *Bloomberg Businessweek China Edition*, *Retail Dive*, *CSU SOURCE*
 - *MSI Insights*
 - Selected for "JM Insights for the Classroom"
21. **Zhang, Jonathan Z.**, & Scott Neslin (2021). Leveraging the physical store to boost customer value - providing the right engagement at the right time. *California Management Review*, June
22. **Zhang, Jonathan Z.** (2021). The brand advantage that will lure shoppers back to stores. *MIT Sloan Management Review*, 62(4), 1-5.

23. Mu, Jifeng & **Jonathan Z. Zhang** (2021). Seller marketing capability, brand reputation, and consumer journeys on e-commerce platforms. *Journal of the Academy of Marketing Science*, 49(5), 994-1020
24. **Zhang, Jonathan Z.** & C.W. Chang (2021). Consumer dynamics: theories, methods, and emerging directions. *Journal of the Academy of Marketing Science*, 49(1), 166-196
25. Mummalaneni, Simha & **Jonathan Z. Zhang** (2020). Maximizing the benefits of B2B supplier diversification. *MIT Sloan Management Review*, June
 - SMR Editor's Choice. Featured on SMR's homepage
 - Featured in *CSU SOURCE*
26. **Zhang, Jonathan Z.** & George Watson (2020). Marketing ecosystem: an outside-in view for sustainable advantage. *Industrial Marketing Management*, 88, 287-304.
 - Special issue on "Theory and Practice of Outside-in Marketing"
27. **Zhang, Jonathan Z.** & Hsiao-Wuen Hon (2020). Toward responsible digital transformation. *California Management Review*, March
28. **Zhang, Jonathan Z.** & Hsiao-Wuen Hon (2020). Embracing digital transformation as-a-service. *California Management Review*, February
29. **Zhang, Jonathan Z.** (2020). Why catalogs are making a comeback. *Harvard Business Review*, February
 - HBR Editor's Choice. Featured on HBR's homepage
 - Featured on *RTE*, *NPR's Marketplace*, *The Philadelphia Inquirer*, *CSU SOURCE*, *the Associated Press*
 - LinkedIn Editor's Pick
30. **Zhang, Jonathan Z.**, Jifeng Mu, & David Gilliland (2019). How to harness AI technology for marketing success. *California Management Review*, November
31. Li, Jie, Shuojia Guo, **Jonathan Z. Zhang**, Sun Liben (2019). When others show off my brand: self-brand association and conspicuous consumption. *Asia Pacific Journal of Marketing and Logistics*, 32(6), 1214-1225.
32. **Zhang, Jonathan Z.** (2019). Group marketing strategies - design, implementation, and measurement. *Rutgers Business Review*, 4(1). 61-72

33. **Zhang, Jonathan Z.** (2019). Dynamic customer interdependence. *Journal of the Academy of Marketing Science*, 47(4), 723-746.
34. Ansari, Asim, Li Yang, & **Jonathan Z. Zhang** (2018). Probabilistic topic model for hybrid recommender systems: a stochastic variational Bayesian approach. *Marketing Science*, 37(6), 987-1008.
 - Featured in UW's *Foster Business*
35. **Zhang, Jonathan Z.**, George Watson, & Robert Palmatier (2018). Customer relationships evolve - so must your CRM strategy. *MIT Sloan Management Review*. 59(3), 1-7
36. Caldieraro, Fabio, **Jonathan Z. Zhang**, Marcus Cunha Jr & Jeff D. Shulman (2018). Strategic information transmission in peer-to-peer lending markets. *Journal of Marketing*, 82(2), 42-63. (equal authorship)
37. Sun, Yi, Li Jie, **Jonathan Z. Zhang**, Sun Liben (2017). 奢侈品市场中社会阶层与炫耀性消费的关系 (Social classes and conspicuous consumption in luxury markets). *Luoja Management Review* (in Chinese). 13(1), 132-145.
38. **Zhang, Jonathan Z.**, George Watson, Robert Palmatier, & Rajiv Dant (2016). Dynamic relationship marketing. *Journal of Marketing*, 80(5), 53-75.
 - 2023, Louis W. Stern Award
39. Chang, C. W. & **Jonathan Z. Zhang** (2016). The effects of channel experiences and direct marketing on customer retention in multichannel settings. *Journal of Interactive Marketing*, 36, 77-90.
40. **Zhang, Jonathan Z.**, Oded Netzer, & Asim Ansari (2014). Dynamic targeted pricing in B2B relationships. *Marketing Science*, 33(3), 317-337.
 - Lead Article
 - 2014 Finalist, John D.C. Little Award
 - 2014, 2015 Finalist, Frank Bass Award
 - Shankar-Spiegel Dissertation Award (Direct Marketing Education Foundation).
 - Featured by *the Associated Press*

PUBLISHED WORKING PAPERS

41. Mu, Jifeng, **Jonathan Z. Zhang**, David Gilliland (2020). No Silver Bullet with AI: Blending in Firm Culture and Capabilities with AI Marketing Investment for Enhancing Firm Performance. *Marketing Science Institute Report*. April

42. Chang, Chun-wei, **Jonathan Z. Zhang**, Scott Neslin (2016). The Role of Product Fit on Customer Development, Channel Choice, and Profitability. *Marketing Science Institute Report*. May.
 - Featured in *MSI Insights*.
43. **Zhang, Jonathan Z.**, George Watson, Robert Palmatier, Rajiv Dant (2013). Integrating Relationship Marketing and Lifecycle Perspectives: Strategies for Effective Relationship Migrations. *Marketing Science Institute Report*. October.

SELECT WORKING PAPERS

44. Blending analog with digital – the role of catalogs in reviving customers in the e-commerce environment **R&R at *Journal of Management Information Systems***
45. Large-scale investigation of AI marketing and firm performance. **R&R at *Journal of Marketing Research***
46. Crowdfunding for microfinance success. **R&R at *ISR***
47. Large scale product classification of high-construal attributes – a machine learning approach. **R&R at *JM***
48. New CMO appointments, digital transformation, and firm performance. **R&R, *Journal of Marketing Research***
49. Quantifying analog marketing effectiveness. **R&R, *Harvard Business Review***
50. Aspirational consumption at the base of the pyramid. **Under review at *JAMS***
51. Turning visitors into buyers: how advertisement designs affect shopping behaviors. **Working paper**
52. Measuring brand loyalty using diversion ratios. **Working paper**
53. Investigating preference reversal with UGC and FGC. **Working paper**

WORK IN PROGRESS

Modeling competitive advertising strategies

Modeling social CRM using coupled nonhomogeneous HMM

Spillover effects in detailing

Designing analog experiences in e-commerce – evidence from field experiments

Assortment sizes in multichannel

Quantifying the performance of analog and digital products

Haptic experiences in digital marketing

Experiential connection as a competitive advantage

ADDITIONAL EDITORIAL SERVICE

Reviewer

- *Management Science*
- *Marketing Science*
- *Journal of Marketing Research*
- *Information Systems Research*
- *International Journal of Research in Marketing*
- *California Management Review*
- *MIT Sloan Management Review*
- *Nature Communications*
- *Journal of Public Policy and Marketing*
- *Journal of Interactive Marketing*
- *Journal of Advertising*
- *PLOS One*
- *MSI Alden G. Clayton Doctoral Dissertation Award*
- *Shankar-Spiegel Dissertation Award*
- *John Howard/AMA Doctoral Dissertation Award*

TEACHING EXPERIENCES

Marketing Strategy and Management (Undergraduate Marketing major capstone)
Quantitative Business Analysis (Impact MBA)
Executive Education – “Disruptive Global Marketing Strategy”, “Customer-Centric Marketing Strategy”. Taught in both English and Mandarin Chinese.
Strategic Marketing Management – Quant. Focus (Global Executive MBA).
Entrepreneurial Marketing (Full Time MBA, Evening MBA)
Marketing Concepts (Undergraduate)
Empirical Marketing Models (Ph.D. Seminar)

INVITED TALKS

- Hong Kong Polytechnic University, 2026
- City University of Hong Kong, 2026
- Cheung Kong Graduate School of Business (CKGSB), 2026
- Peking University, Guanghua School of Management, 2026
- Lehigh University, 2025
- Florida State University (Invited, TBD)
- University of Melbourne, 2024
- Michigan State University, “Byington Marketing Speaker Series”, 2023.
- Iowa State University (guest Ph.D. seminar), 2023
- Iowa State University, 2023
- Penn State University, 2022
- Colorado State University (Department of Computer Information Systems), 2021
- Southern Methodist University, 2019
- Colorado State University, 2018
- Kelly School of Business, Indiana University (Bloomington), 2018
- Purdue University, 2018
- Baruch College, City University of New York, 2018
- Darden School of Business, University of Virginia, 2018
- Kelly School of Business, Indiana University (IUPUI), 2018
- Renmin University, Beijing. 2017
- University of South Carolina, 2017
- George Washington University, 2017
- Boston College, 2017
- National Taiwan University, 2016
- Tsinghua University, 2016
- Shanghai Jiaotong University, 2015
- University of Zurich, 2011
- University of Washington, 2009
- Ohio State University, 2009
- Rutgers University, 2009
- Washington University St. Louis, 2009
- Purdue University, 2009
- Johns Hopkins University, 2009

- Georgia State University, 2009
- Emory University, 2009
- Hong Kong University of Science and Technology, 2009
- Fordham University, 2009

CONFERENCE PRESENTATIONS & PROCEEDINGS

- The National Postal Forum, 2025
- INFORMS Marketing Science Conference, University of Miami, June 2023
- Theory and Practice in Marketing (TPM) Conference, University of Lausanne, May 2023
- Mountain West Marketing Research Symposium, March 2022
- Front Range Information Systems Research Seminar, Oct 2021
- INFORMS Marketing Science Conference, University of Rochester (Online), June 2021
- INFORMS Marketing Science Conference, Duke (Online), June 2020
- AMA Winter Conference, San Diego, February 2020 (Best Paper Award)
- AMA Summer Conference, Chicago, August 2019
- INFORMS Marketing Science Conference, Rome, June 2019
- AMA Winter Conference, New Orleans, Feb 2018
- JAMS Thought Leaders Conference, Beijing, June 2017
- INFORMS Marketing Science Conference, Shanghai, June 2016
- University of Chicago Big Data Conference, Oct 2016
- INFORMS Marketing Science Conference, Johns Hopkins University, Baltimore, June 2015
- UW/UBC Marketing Conference, Seattle, May 2015
- Conference on Big Data Analytics, University of Chicago, October 2014
- Invited Session, INFORMS Conference, Minneapolis, October 2013
- Invited Session, INFORMS Conference, Beijing, June 2012
- UW/UBC Marketing Conference, Seattle, June 2012
- Theory and Practice in Marketing (TPM) Conference, Harvard University, Boston, MA, April 2012
- INFORMS Marketing Science Conference, Boston University, Boston, MA, June 2012
- INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011
- UW/UBC Marketing Conference, Vancouver, June 2011
- Marketing Dynamics Conference, Özyeğin University, Istanbul, June 2010
- INFORMS Marketing Science Conference, University of Cologne, Cologne, Germany, June 2010
- Transatlantic Doctoral Conference, London Business School, London, May 2010
- INFORMS Marketing Science Conference, University of British Columbia, Vancouver Canada, June 2008
- INFORMS Marketing Science Conference 2007, Singapore Management University, Singapore, June 2007

Ph.D. STUDENT ADVISING

- Chun-Wei Chang (2012, Amazon, committee member)
- Ju-Yeon Lee (2013, Iowa State University, committee member)
- George Watson (2016, Portland State University, committee member)
- Jinyang Zheng (Information Systems 2017, Purdue University, committee member)

PROFESSIONAL EXPERIENCE

- **ZS Associates, Princeton, New Jersey, 2004-2005**
Associate – Management consulting (pharmaceutical industry)
- **Chubb, Warren, New Jersey, 2002**
Actuarial analyst, Loss Reserve Division

MEDIA COVERAGE, INTERVIEWS, & INDUSTRY PANEL PARTICIPATIONS

2026 April (Nerd Wallet) – “Stores Don’t Want Your Returns Anymore — How to Shop Smarter Now” <https://www.nerdwallet.com/finance/news/stores-dont-want-your-returns>

2026 March (Dallas Morning News) – “On the Value of Physical Stores”

2025 December (Colorado Sun) – AI generated fake reviews

2025 December (Arkansas Business) – “Walmart’s Real Estate Strategy: Owning and Redeveloping Shopping Centers” <https://www.arkansasbusiness.com/article/walmarts-real-estate-strategy-owning-and-redeveloping-shopping-centers/>

2025 October (Investopedia) - “Brands Are Thirsty for a Chance to Help You Hydrate. Here's Why 'There's a Water for That’” <https://www.investopedia.com/brands-are-thirsty-for-a-chance-to-help-you-hydrate-here-s-why-there-s-a-water-for-that-11837047>

2025 April (The National Postal Forum) – Invited keynote speaker - “The Tactile Advantage - Revolutionizing Marketing with Direct Mail”

2025 February (Retail Dive) – “Why does Walmart want a shopping mall?” <https://www.retaildive.com/news/why-walmart-bought-pittsburgh-shopping-mall/740136/>

2025 February (Newsweek) – “McDonald's Sales Take a Hit After E. Coli Outbreak” <https://www.newsweek.com/mcdonalds-sales-take-hit-after-e-coli-outbreak-2028750>

2025 February (Newsweek) – “PepsiCo Revenue Dips as Americans Cut Back on Snacks And Drinks” <https://www.newsweek.com/pepsico-revenue-drop-fourth-quarter-2025748>

2025 January (Retail Dive) – “Returns — and their challenges — are rising. Here’s how retailers are responding.” <https://www.retaildive.com/news/retail-online-returns-reverse-logistics-challenges/737389/>

2024 December (La Repubblica) – “Direct mail’s surprising popularity in retail” (in Italian)

2024 November (The Associated Press) – “Why your favorite catalogs are smaller this holiday season” <https://apnews.com/article/holiday-shopping-store-catalogs-a65bbbd7f8f944837463461dc920dff>

2024 November (The Atlantic) – “The Shopping Method That Isn’t Going Anywhere” <https://www.theatlantic.com/newsletters/archive/2024/11/the-shopping-method-that-isnt-going-anywhere/680780/>

2024 November (CSU SOURCE) – “Is Klarna safe, and what does the rise of ‘buy now, pay later’ mean for online shopping?” <https://biz.source.colostate.edu/qa-is-klarna-safe-and-what-does-the-rise-of-buy-now-pay-later-mean-for-online-shopping/>

2024 November (Retail Dive) – “How retailers are making it harder to shop, just in time for the holidays.” <https://www.retaildive.com/news/how-retailers-make-it-difficult-to-shop/731655/>

2024 October (Retail Dive) – “Why some retail has been resilient against Amazon: It’s about the products — and the people.” <https://www.retaildive.com/news/retail-resilient-against-amazon/730513/>

2024 September (The Atlantic) – “Stores Are Small Now” <https://www.theatlantic.com/newsletters/archive/2024/09/stores-are-small-now/679705/>

2024 September (CSU SOURCE) – “Researchers give new FTC ruling on fake online reviews, testimonials 4.5 stars.” <https://biz.source.colostate.edu/researchers-give-new-ftc-ruling-on-fake-online-reviews-testimonials-4-5-stars/>

2024 May (NPR Marketplace) – May 16 Radio Interview on Wayfair’s Opening of Brick-and-Mortar Stores.

2024 April (Retail Dive) – “Why Dollar General is winning with store count” <https://www.retaildive.com/news/dollar-general-store-count-growth-real-estate-target-walmart-big-lots/712995/>

2024 January (Retail Dive) – “Retailers are finding more of what they want off mall” <https://www.retaildive.com/news/retailers-look-for-growth-off-mall/705535/>

2023 November (CSU SOURCE) – “Online holiday shopping might be easier, but customers still love physical stores. Here’s why.” <https://biz.source.colostate.edu/netflix-amazon-physical-stores/>

2023 November (MarketWatch) – “Who needs to rush into stores on Black Friday? Retailers send out 6 billion catalogs annually” <https://www.marketwatch.com/story/who-needs-to-shop-online-heres-why-im-still-hooked-on-catalogs-8ab38e49>

2023 October (NPR Marketplace) – “Tiktok “water chefs” have people shelling out for mermaid flavored drinks” <https://www.marketplace.org/2023/10/10/tiktok-water-chefs-have-people-shelling-out-for-mermaid-flavored-drinks/>

2023 September (MediaPost) – “For Retailers, Catalogs Continue Their Comeback” <https://www.mediapost.com/publications/article/388828/for-retailers-catalogs-continue-their-comeback.html>

2023 July (CSU SOURCE) – “What should businesses do when a natural disaster strikes?” (in "Summers of Smoke - a Colorado State University special report", <https://source.colostate.edu/wildfire-research/>)

2023 May (Adweek) – “7 Myths About Creator Marketing” (<https://www.adweek.com/creativity/7-myths-about-creator-marketing/>)

2023 May (CSU SOURCE) – “Q&A: CSU professor who studies leadership changes in real-world businesses talks ‘Succession’” <https://biz.source.colostate.edu/hbo-succession-business-lessons/>

2023 January (Business Insider) – “ChatGPT is testing a paid version — here's what that means for free users” (<https://www.businessinsider.com/will-chatgpt-always-be-free-openai-paid-professional-version-2023-1>)

2022 October (Retail Dive) – “Is Kohl’s ready for a change?” (<https://www.retaildive.com/news/is-kohls-ready-for-a-change/634105/>)

2022 July (BizWest) – “We must protect this house! Intellectual property, copyright defense a must for Boulder Valley, Northern Colorado companies” (<https://bizwest.com/2022/07/30/we-must-protect-this-house/>)

2022 May (Retail Dive) – “(Deep Dive) - Stitch Fix to stylists: ‘Take ownership of the disappointment, no matter the role the data played’” (<https://www.retaildive.com/news/stitch-fix-to-stylists-take-ownership-of-the-disappointment-no-matter-th/623132/>)

2022 February (Sentinel Colorado) – “After years of bumpy economic times, strip malls across the Aurora metro region are finding new life, even reborn” (<https://sentinelcolorado.com/news/after-years-of-bumpy-economic-times-strip-malls-across-the-aurora-metro-region-are-finding-new-life-even-reborn/>)

2022 January (NPR Marketplace) – Jan 27 Radio Interview – “Lowe’s to test mini Petcos in stores” (<https://www.marketplace.org/2022/01/27/lowes-to-test-mini-petcos-in-stores/>)

2021 December (The Associated Press) – “Postal hike doesn’t stop catalogers from stuffing mailboxes” (<https://apnews.com/article/technology-business-lifestyle-maine-ae4501f4556179d0345ff4fa6df457e4>)

2021 November (NBC News) – Interview with senior correspondent Harry Smith, on the cultural relevance of paper catalogs

2021 November (850 KOA Denver, iHeartMedia) – Nov 29 – KOA Morning News interview on Cyber Monday and the future of shopping.

2021 November (NBC News) – “Catalogs fill a retail therapy niche for pandemic-weary shoppers - American shoppers are settling in for a nostalgic read, with catalogs as their holiday indulgence”

2021 November (Bloomberg Businessweek Chinese Edition) – “The Era of ‘Super Experiential Retail’ is Here!” (cover feature story). Issue 2021(20): Nov 08 – Nov 21

2021 November (Retail Brew) – “Curbside pickup is now a must-have for customers (and retailers)”

2021 November (Retail Dive) – “Why are department stores a target for e-commerce spinoffs?”

2021 October (Bloomberg) – “Supply-Chain Crisis Is Bad for iPhones, Great for Gift Cards”

2021 September (Bloomberg) – “Paper Shortage Hits American Retailers When They Need It Most”

2021 September (Retail Dive) – “Stepping closer to conventional e-commerce, Stitch Fix touts ‘Freestyle’”

2021 September (Retail Dive) – “Is Stitch Fix disrupting retail? Or is it the other way around?”

2021 February (The Philadelphia Inquirer) – “Ikea is discontinuing its catalog after 70 years. The last issue is on eBay, but other catalogs are flourishing.”

2020 December (NPR’s Marketplace) – Interview, “What’s the role of a print catalog?”

2020 December (RTE – Irish Public Radio) – Interview, “The Return of Catalogues”

2018 November (Currency Research’s Americas Cash Cycle Summit) - Invited keynote speaker on cashless retail and retail innovations.

2018 November (Columbia Business School Ideas and Insights) - "Rebirth of Retail"

2018 October (Yakima Herald) – “Valley Businesses are Hoping for Happy Holidays”

2018 June (NZZ am Sonntag) - “Amazon plans six new fully-automated stores in the US”

2018 May (Forbes) – “Data Management Platforms: Selecting the Best DMP”

2018 January (The Seattle Times) – Starbucks Tests No-cash Policy at Downtown Seattle Store”

2016 November (The Seattle Times) – “Your Grocery Bill May Help King County Track Unlicensed Pets”

2016 May (The Associated Press) – Video Interview on Dynamic Pricing, “Businesses Quickly Change Prices Based on Demand”

2015 March – Interview - “Niche Size and Creative Independence as Competitive Advantages in the Watch Industry” - 2015 BaselWorld, Basel, Switzerland

2014 December (The Associated Press) – Video Interview, “Chinese Consumers’ Rising Buying Powers in the U.S”

2012 January – Invited Panel Discussion - “Return to Timelessness: Watch Design DNA and Consumer Value Perceptions in Recessionary Periods” - 2012 SIHH (Salon International de la Haute Horlogerie), Geneva, Switzerland

2010 January – Invited Panel Discussion – “Is E-commerce a Sustainable Luxury Channel?”
2010 SIHH (Salon International de la Haute Horlogerie), Geneva, Switzerland

2009 January – Interview – “Bold Watch Designs That Reflect Contemporary Aesthetic Sensibilities” - 2009 SIHH (Salon International de la Haute Horlogerie), Geneva, Switzerland

SERVICE

Field

Member, Harvard Business Review’s Advisory Council

Tenure external letter writer – Marquette University, Michigan State University

External evaluator, Academic Reputation. The Hong Kong Polytechnic University, 2022

Reviewing for various journals, conferences, and dissertation awards.

University Level

Provost’s Task Force on Adjusting the Academic Calendar to Foster Student & Faculty Success, 2025

Department of Marketing representative to the University Faculty Council, Colorado State University, 2020-Present

- College of Business executive committee, 2021

Steering Committee, Data Science Research Institute, Colorado State University, 2020 -

Business School Dean's search committee, resulted in the appointment of Dean Frank Hodge, University of Washington, 2018-2019

College Level

College of Business "Business for a Better World (B4BW)" dissertation award committee, 2024, 2025

College of Business graduation announcer Fall 2020, Spring 2021, Spring 2022

Chair, grade appeal committee (ad hoc), Fall 2020

College of Business graduate program innovation committee (2019-2020), Colorado State University

- Subcommittee on reimagining executive MBA programs
- Subcommittee on stakeholder engagement

Founded the college-level entrepreneurial marketing program (full-time MBA and evening MBA) (2015- 2019).

MBA consulting program faculty advisor (2014-2019)

Undergraduate program committee (2016- 2019)

Department Level

CSU Tenure-track faculty search committee (2022 (chair); 2024)

Research funding committee (2020-2021, CSU)

Tenure-track faculty recruiting committee (2012-2019, UW)

Visiting scholars and speakers committee (2011-2019, UW)

Marketing research camp committee (2015-2018, UW)

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS),
American Marketing Association (AMA)

PERSONAL DETAILS

U.S. Citizen

Native Proficiency in English and Mandarin Chinese

Interests: literature and movies on surrealism, dark humor, and human relationships. Illiteracy and poverty alleviation.

REFERENCES

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