

**CURRICULUM VITAE**  
**Jeongwen Chiang**  
**2006**

**BUSINESS ADDRESS**

Cheung Kong Graduate School of Business  
3F Oriental Plaza, Tower E3  
1 Chang An Avenue  
Beijing 100738  
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**HOME ADDRESS**

6 Brookvale Walk  
#01-09  
Singapore 599954  
(65) 6463-7682

**PERSONAL DATA**

U.S. Citizen  
Married, two children

**DEGREES**

Ph.D., 1988 Economics University of Minnesota  
M.A., 1982 Economics Rutgers University  
B.A., 1978 Economics National Taiwan University

**ACADEMIC POSITIONS**

2005 - present	Professor of Marketing Cheung Kong Graduate School of Business, Beijing, China
2000 – 2006	Professor of Marketing NUS Business School National University of Singapore
2000 – 2002	Professor of Marketing School of Business and Management Hong Kong University of Science & Technology
1999 fall	Visiting Scholar Department of Marketing Wharton School University of Pennsylvania
1996 - 2000	Associate Professor of Marketing School of Business and Management Hong Kong University of Science & Technology
1997 summer	Visiting Scholar Economics Department National Taiwan University, Taiwan
1992 - 1997	Assistant Professor of Marketing John M. Olin School of Business Washington University in St. Louis, USA
1987 - 1992	Assistant Professor of Marketing

William E. Simon Graduate School of Business Administration  
University of Rochester, USA

## TEACHING AND RESEARCH INTERESTS

Consumer Choice Theory, Effects of Sales Promotions, Measurement of Customer Satisfaction, Database Marketing, New Product/Service Development, Market Research, Competition in Telecommunication Industry, Quantitative/Statistical Methods

## REFEREED ACADEMIC PUBLICATIONS

"Price Competition with reduced consumer switching costs: The case of "Wireless Number Portability" in the Cellular Phone Industry" with Mengze Shi and Byong Duk Rhee, *Management Science*, 2006, Vol 52(1), pp. 27-38.

"Product Innovation Strategies for Established Market Pioneers and Later Entrants," with W. T. Robinson, *Strategy Management Journal*, 2002, Vol 23(9), pp 855-866.

"Promotions and Pattern of Grocery Shopping Time," with C. F. Chung and E. T. Creemers, 2001, *Journal of Applied Statistics*, 28, 801-819.

"The Decomposition of Promotional Response: An Empirical Generalization," with D. Bell and V. Padmanabhan, 1999, *Marketing Science*, 18:4, 504-526.

"Heterogeneity and Bayesian Methods in Choice Modeling" with M. Wedel, W. Kamakura, N. Arora, A. Bemmaor, T. Elrod, R. Johnson, P. Lenk, S. Neslin, C. Poulsen, 1999, *Marketing Letters*, 10:3, 219-232.

"Markov Chain Monte Carlo and Models of Consideration Set and Parameter Heterogeneity," with S. Chib and C. Narasimhan, 1999, *Journal of Econometrics*, 89:223-248.

"Perspective on Multiple-Category Choice," with G. Russell, D. Bell, A. Bodapati, C. Brown, G. Gaeth, P. Manchanda and S. Gupta, 1997, *Marketing Letters*, 8:3, 297-306.

"A Cross-Category Analysis of Space Allocation, Product Variety and Retail Margins," with R. Wilcox, 1997, *Marketing Letters*, 8:2, 183-192.

"Are Sutton's Predictions Robust?: Empirical Insights Into Advertising, R&D, and Concentration," with W. Robinson, 1996, *Journal of Industrial Economics*, 44 (December), 389-408.

"Competing Coupon Promotions and Category Sales," 1995, *Marketing Science*, 14:1, 105-122.

"Discrete/Continuous Models of Consumer Demand With Binding Non-Negativity Constraints," with L.F. Lee, 1992, *Journal of Econometrics*, 54, 79-93.

"A Simultaneous Approach to the Whether, What and How Much to Buy Questions," 1991, *Marketing Science*, 10:4, 297-315.

"Transportation Costs in International Trade Theory: A Comparison With the Analysis of Nontraded Goods - A Note," with C.C. Mai, 1983, *Quarterly Journal of Economics*, 2 (May), 349-352.

"Consumer Choice Models with Corner Solutions," 1990, *American Statistical Association: Business and Statistics Special Session*, 212-217.

## **BOOKS**

“Strategic Asian Marketing – An Essential Guide for Managers”, with Hean Tat Keh, Pearson/Prentice Hall, 2004

## **ARTICLES CURRENTLY UNDER REVIEW**

“The Role of Consumers’ Technology Readiness in Technology Acceptance: A Three-Year Study of Internet Adoption and Usage” with Shun Yin Lam and A. Parasuraman, *Journal of Marketing*, 2<sup>nd</sup> round.

"How Coupon Use Affects the Channel: A Within and Transcategory Model of Shopper Behavior," with D. R. Bell. *Marketing Science*, under revision.

## **WORKING PAPERS**

“Retail Efficiency of a Grocery Store Chain: A stochastic Frontier Analysis” with H. T. Heh and B. S. Tan

“Bonus Pack or Price-Off: Does it Matter?” with K. Helsen.

“Multi-Category Choice: Future Research Direction.”

"Promotion Intensity and Consumer Price Sensitivity," with Z. Zhang.

"Purchase Timing, Brand Selection, and Marketing Promotions: A Proportional Hazard Model With Competing Risks," with C.F. Chung.

"The Generalized IIA Property in a GEV Choice Model," with S. Chun.

"Market Share Inferences Using Multinomial Logit Models," with E. T. Creemers.

"Multi-attribute Demand and Cost Estimation in an Oligopoly," with D. Horsky, and P. Nelson.

## **WORK IN PROGRESS**

“Store Traffic and Cross-Selling – Does the Loss Leader Strategy Work?” with Andre Bonfrer and Paddy Padmanabhan.

“Customer Retention -- Switching Intention and the Reservation Price of Willingness-to-Stay”

"Markov chain Monte Carlo and Models of Coupon Redemption, Demand, and Price Discrimination"

"Externalities with Differentiated Products: The Case of the Cellular Phone Industry in Hong Kong", with B. Rhee

## **MEMBERSHIP AND PROFESSIONAL ACTIVITY**

Consulting Editor:

- *International Journal of Research in Marketing* (2001 – present)

Editorial Board:

- *International Journal of Research in Marketing* (2001 – present),
- *International Journal of Marketing Education* (2002 – present)

Membership: American Marketing Association, INFORMS

Ad hoc reviewer for:

*Quarterly Journal of Economics, Journal of Econometrics, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Management Science, Journal of Marketing Research, Marketing Science, Journal of Business, International Journal of Research in Marketing, International Journal of Industrial Organization, Social Sciences and Humanities Research Council of Canada, National Science Foundation, Journal of the American Statistical Association, Hong Kong Research Grant Council.*

## **RESEARCH GRANTS**

RGC competitive earmarked research grant, "The Impact of "Mobile Number Portability" on Consumer Welfare: The Case of the Mobile Phone Industry in Hong Kong", HK\$780,000 (US\$100,000), 2001-2002.

RGC competitive earmarked research grant, "Customer Satisfaction, Retention, and Recovery: An Integrated Approach to Customer Relationship Management", HK\$585,000 (US\$75,000), 1999- 2000.

RGC Direct Allocation Grant, "Externalities with Differentiated Products: The Case of the Cellular Phone Industry in Hong Kong", HK\$120,000 (US\$15,000), 1997-1999.

Research Grant, Marketing Science Institute, US\$4,000, 1996.

## **CONSULTING EXPERIENCE AND CORPORATE-SPONSORED PROJECTS**

Hainan Airline, China  
China Mobile (Chongqing), China  
Merck Sharp & Dohme (Asia), Hong Kong  
Hongkong Bank, Hong Kong  
Café Americana, Hong Kong  
Detroit Edison, Detroit, MI, USA  
Small Business Bureau, St. Louis, MO, USA  
Inventor Association, St. Louis, MO, USA  
Xerox Corporation, Rochester, NY, USA  
Meliora Consulting Co. Rochester, NY, USA

## **EXTERNAL APPOINTMENT**

Maverick Telecommunications, Singapore, Advisor, 2003-2004  
Chongqing China Mobile Communications, China, Marketing Advisor, 2004-present

## **EXECUTIVE TEACHING**

NUS Executive Development Program  
HKUST Executive Development Program  
NUS Business School, Apex-Chinese EMBA Program  
Cheung Kong Graduate School of Business, EMBA Program  
Cheung Kong Graduate School of Business, EDP Program on Branding and Pricing  
Diamler-Chrysler (China) Executive Program  
Hainan Executive Program  
Xian Janssen Executive Program  
Hainan Executive Program  
China Telecom Executive Training Program  
China Mobile Executive Training Program

## **ADMINISTRATIVE SERVICES**

NUS, University Task Force on Tenure & Compensation, Committee Member, 2003  
Head, Department of Marketing, NUS Business School, NUS, 2001 – present  
NUS Business School, Management Committee, 2001 – present  
NUS, University Promotion & Tenure (P&T) Committee member, 2002 – 2003  
NUS Business School, Office of Executive Education, Academic Council, Chair, 2001 – 2003  
NUS Business School, Self-Funding Program Review Committee, Chair, 2001 – 2002  
NUS Business School, Faculty Research Committee, Member, 2001 – 2002  
NUS Business School, Executive Committee, 2000 – 2002  
NUS, University P & T, Procedure Member, 2000 – 2001

## **CONFERENCE AND INVITED WORKSHOP PRESENTATIONS**

- "A Simultaneous Approach to the Whether, What and How Much to Buy Questions"  
Marketing Science Conference, March 1988.  
EURO-TIMS Joint International Conference, July 1988.  
Academia Sinica, Taipei, Taiwan, July 1989.
- "Discrete/Continuous Models of Consumer Demand with Binding Non-Negativity Constraints"  
University of Chicago, Statistics and Econometrics Workshop, February 1989.  
American Statistics Association Annual Meeting, August 1989.  
The 6th World Congress of the Econometric Society, August 1990.
- "Competing Coupon Promotions and Category Sales"  
Cornell University, Marketing Workshop, September 1991.  
Washington University, Marketing Workshop, January 1992.  
University of Michigan, Econometrics Workshop, November 1992.  
The University of Texas at Dallas, Marketing Workshop, March 1993.  
University of Chicago, Marketing Workshop, April 1993.
- "The Impact of Temporary Manufacturer and Retailer Marketing Promotions"  
Tulane University, Marketing Workshop, January 1991.  
Western Economics Conference, July 1991.  
Marketing Science Conference, March 1992.
- "Cross Substitution Effects and Product Cannibalization"  
ORSA/TIMS Fall Conference, November 1992.  
Marketing Science Conference, March 1993.  
TIMS Special Conference in Marketing, September 1993.
- "The Long-Term Effect of Promotions on Market Share"  
Marketing Science Conference, March 1994.
- "Systematic Purchase Spikes and Promotions"  
Washington University, Marketing Workshop, April 1994.
- "Consideration Set and Parameter Heterogeneity: Evidence from Scanner Panel Data"  
TIMS Spring Conference, April 1995.  
Marketing Workshop, Washington University, February, 1996  
Marketing Workshop, University of Illinois-Urbana Champaign, February 1996.  
Marketing Science Conference, March, 1996.  
Marketing Workshop, UCLA, May 1998.  
Marketing Workshop, Purdue University, May 1998.

Marketing Workshop, University of Rochester, May 1998.

"Promotion Intensity and Consumer Price Sensitivity"  
Marketing Science Conference, June 1995.

"Multi-Category Choice: Future Research Direction"  
Third Choice Conference, June 1996.

"Competing Coupon Promotions -- A Zero-sum Game?"  
Marketing Science Conference, March 1997.  
Marketing Workshop, HKUST, April 1997.

"The "84/14/2" Rule Revisited: What Drives Choice, Incidence and Quantity Elasticities?"  
Marketing Science Conference, March 1997.  
Marketing Science Conference, July 1998.

"How Coupon Use Affects the Channel: A Within and Trans-category Model of Shopper Behavior"  
Marketing Science, July, 1998  
Marketing Workshop, University of California - Berkeley, April 1999.  
Marketing Workshop, Carnegie Mellon University, April 1999.

"Store Traffic and Cross-Selling - - Does the Loss Leader Strategy Work?"  
INFORMS Marketing Science Conference, University of Maryland, USA, June 2003  
EURO-TIMS Joint International Meeting 2003, Istanbul, Turkey, July 2003