

JANE Z. GU

Associate Professor of Marketing
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EDUCATION

Ph. D. Marketing, New York University, Stern School of Business, 2007

M. S. Economics, State University of New York at Buffalo, 2001

B. A. Economics & B.S. Computer Science (Summa Cum Laude), Wuhan University, China, 1997

ACADEMIC EXPERIENCE

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 at Albany, 2007- 2013

RESEARCH INTERESTS

Digital Marketing and Analytics, Social Media, Digital Innovation, Online Retailing, Competitive Firm Strategies, Game Theory, Behavioral Economics, Machine Learning

PUBLICATIONS

Gu, Jane and Giri Tayi (2023), "Consumer Self-Design and Brand Competition," *Production and Operations Management*, 32 (8), 2420-2437.

Shulman, Jeff and **Jane Gu** (2023), "Making Inclusive Product Design a Reality: How Company Culture and Research Bias Impact Investment," *Marketing Science*, forthcoming. Equal authorship.

Gu, Jane and Xinxin Li (2023), "Social Sharing, Public Perception, and Brand Competition in a Horizontally Differentiated Market," *Information Systems Research*, 34 (2), 553-569.

- Finalist, Best Conference Paper, *Conference on Information Systems and Technology (CIST)* 2017

Gu, Jane and Yunchuan Liu (2018), "Why Would a Big Retailer Refuse to Collaborate on Manufacturer SPIFF Programs?", *Quantitative Marketing and Economics*, 16 (4), 441-472.

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 Tayi (2015), “Consumer Mending and Online Retailer Fit-Uncertainty Mitigating Strategies,” *Quantitative Marketing and Economics*, 13 (3), 251-282.

Gu, Jane and Giri 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.

SELECTED WORKING PAPERS

Gu, Jane, Rachael Chen, Pingfan Wang, “Selling Professional Goods Under Expertise Migration Uncertainty,” under revision, *Management Science*.

Gu, Jane and Ning Nan, “Consumer Online Social Adaptation and Dynamic Firm Product Strategies,” under 2nd review, *International Journal of Research in Marketing*.

Puyang Xiaojuan, **Jane Gu**, Rachael Chen, and Juan Li, “Vertical Competition on Platform: The Impact of Common Intrinsic,” under 2nd review, *Marketing Science*.

Gu, Jane, Jeff Shulman, “Making Inclusive Product Design a Reality: How Company Culture and Research Bias Impact Investment,” under review, *Management Science*.

Gu, Jane, Han Yue, Weining Bao, and Hongfu Liu, “Emotional Waves: Dynamics and Impacts on Digital Content Consumption.”

Gu, Jane and Xuying Zhao, “Consumer-to-Consumer Media Platforms: Content length limit and feed variety,” under 2nd review, *Information Systems Research*.

BOOK CHAPTER

Gu, Jane and Rachael Chen (2019), “Buyer Valuation Uncertainty and Firm Information Provision Strategies,” in Ray S., Yin S. (eds) *Channel Strategies and Marketing Mix in a Connected World*. Springer Series in Supply Chain Management, vol 9. Springer, Cham.

CONFERENCE AND INVITED PRESENTATIONS

“Investigating Firm Strategies on Offering Consumer Customizable Product,” *POMs International Conference*, Paris, July 2024.

- “Selling Professional Goods Under Expertise Migration Uncertainty,” *Zero Decade Game Theory Symposium, Seattle*, February 2023.
- “In-Consumption Buzz: Forecasting Viewing Dynamics of Web-Show Series,” *Conference on AI, Machine Learning, and Business Analytics*, Boston, December 2022.
- “Buyer Valuation Uncertainty and Firm Information Provision Strategies,” *University of Guelph, Canada*, January 2021.
- “Buyer Valuation Uncertainty and Firm Information Provision Strategies,” *University of Washington, Marketing Doctoral Seminar Series*, May 2020.
- “Consumer Self-Customizing Capability, Social Learning, and Competitive Product Strategies,” *Theory in Economics of Information Systems (TEIS) workshop*, March, 2020.
- “Identity Revealing Consequences of Social Sharing and Brand Competition in a Horizontally Differentiated Consumer Market,” *Boston College*, September, 2019.
- “Consumer Online Social Adaptation and Dynamic Firm Product Strategies,” *INFORMS Marketing Science Conference*, Rome, Italy, June, 2019.
- “Consumer Online Social Adaptation and Dynamic Firm Product Strategies,” *Northeastern University*, November, 2018.
- “Consumer Self-Expression on Social Media and Brand Competition,” *Brandeis University*, October, 2018.
- “Social Sharing and Brand Competition,” *INFORMS Marketing Science Conference*, Philadelphia, June, 2018.
- “Social Sharing and Brand Competition,” *Conference on Information Systems and Technology (CIST)*, Houston, October 2017.
- “Strategic Store Design in a Vertical Channel,” *INFORMS Annual Meeting*, Huston, October 2017.
- “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*, 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

- Dean’s Ackerman Scholar, School of Business, University of Connecticut, 2018-2021
- Research Excellence Program (REP) Award, University of Connecticut, 2018-2019

Summer Research Grant, Connecticut Information Technology Institute (CITI), 2017

Research Award, Center for International Business Education and Research (CIBER), University of Connecticut, 2017

Travel Award, Connecticut Center for Entrepreneurship and Innovation (CCEI), 2018

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

Research Award, Center for International Business Education and Research (CIBER), 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, 2009-12

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, 2010-2018

Referee

Journal of Marketing Research, Marketing Science, Management Science, Quantitative Marketing and Economics, Marketing Information Systems Quarterly, Information Systems Research, Production and Operations Management, Marketing Letters, Customer Needs and Solutions, Journal of Retailing, Decision Sciences Journal, Journal of Management Information Systems, Journal of Economics and Management Strategy, Israel Science Foundation, International Conference of Information Systems (ICIS), IEEE Transactions on Engineering Management,

Conference Committee

INFORMS Conference on Information Systems and Technology (CIST), Phoenix, 2018

China Marketing International Conference (CMIC), Shanghai 2018

Conference Session Chair

China Marketing International Conference (CMIC), Shanghai 2018

INFORMS Annual Meeting, Houston, October 2017

China Marketing International Conference (CMIC), Beijing, China, July 2017

China Marketing International Conference (CMIC), 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

Workshop on Information Systems Economics (WISE), Virtual meeting, December 2020.

Theory of Economics in Information Systems (TEIS) Workshop, University of California, San Diego, April 2018.

Frank M. Bass UT Dallas Frontier of Research in Marketing Science (FORMS) Conference, University of Texas, Dallas, February, 2013

Advisory Board

Chinese Scholar Marketing Association

TEACHING INTERESTS

Digital Marketing, Social Media Marketing, Digital Analytics, Marketing Strategy, Marketing Research, Marketing Management, Distribution Channels

TEACHING EXPERIENCE

Quantitative Marketing Seminar (PhD), University of Connecticut, Spring 2024 (scheduled).

Digital Marketing (undergraduate & MBA), University of Connecticut, 2013-present

Digital Marketing Analytics Workshop (undergrad), *Northeastern University*, Galante Engineering Business Program, December, 2019, September 2023 (scheduled).

Digital Marketing and Social Media (Executive), Thought Leadership Series, University of Connecticut, April 2015.

Marketing Strategy (undergraduate & MBA), State University of New York at Albany, 2009-2012

Marketing Research (undergraduate), State University of New York at Albany, 2007-2013

International Marketing (undergraduate), State University of New York at Albany, 2007-2010

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

Introduction to Marketing (undergraduate), New York University, 2005

THESIS ADVISING

Mariya Topchy, Ph.D. Marketing (expected 2023), qualification paper committee

Zheng Ma, Ph.D. Marketing (expected 2022), qualification paper chair, general exam committee

Jieun Lee, Ph.D. Marketing (expected 2021), qualification paper chair

Shayla Belanger, B.A. Business Administration, 2018, Honor's thesis advisor

UNIVERSITY SERVICES

Masters Program Committee, School of Business, University of Connecticut, 2020-2023

Chair, Faculty Recruiting Committee, Marketing Department, University of Connecticut, 2021-2022

PhD Policy Committee, Marketing Department, University of Connecticut, 2021-2024

Faculty Recruiting Committee, Marketing Department, University of Connecticut, 2020-2021

Chair, MBA Policy Committee, Marketing Department, University of Connecticut, 2020-2022

Chair, Research Computing Committee, School of Business, University of Connecticut, 2019-2020

Coordinator, Digital Marketing & Analytics Concentration/Minor, Marketing Department, University of Connecticut, 2013-2019.

Coordinator, School-Wide Research Seminar, School of Business, University of Connecticut, 2017-2019.

Coordinator, VOYA Global Colloquium, "Marketing Strategy in the Digital Era," School of Business, University of Connecticut, 2017

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

Merit Review Committee, Marketing Department, University of Connecticut, 2017-present

PhD Policy Committee, Marketing Department, University of Connecticut, 2015-present

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

Research Computing Committee, School of Business, University of Connecticut, 2014-2018

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

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

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

Research and Analytics Course and Curriculum Design Committee, Marketing Department, 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

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

COMMUNITY SERVICES

“Building an Effective Digital Marketing Strategy,” workshop given to UConn Extension, Storrs, CT, October 2017.

“Marketing Use of Consumer Volunteered Information,” speech given at UConn Science Salon, Hartford, CT, January 2017.

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

MEDIA COVERAGE

“Kayak Sees Potential with Voice Technology-Assisted Bookings,” Stamford Advocate, Oct. 2017

- Featured in the article to discuss marketing applications of artificial intelligence

“Pink Tax forces women to pay more for products,” WFSB Channel 3 TV, Nov. 2015

- Featured in the TV show to discuss “pink tax,” or gender-based price discrimination

“T’is the Season for Shopping Online,” UConn Today, Dec. 2014

- Interviewed to discuss the impact of internet on the retail industry