JANE Z. GU

Associate Professor of Marketing
School of Business
University of Connecticut
Jane.Gu@uconn.edu
https://www.business.uconn.edu/person/jane-gu/

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

Topics: Artificial Intelligence, Digital Media Platforms, Online Retailing, Product Innovations, Competitive Firm Strategies, Corporate Sustainability and Responsibility

Methodologies: Game Theory, Behavioral Economics, Machine Learning

PUBLICATIONS

1. **Gu, Jane,** Xuying Zhao, and D. J. Wu (2024), "A Model of Shoppertainment Live Streaming," *Management Science*, forthcoming.

2. **Gu, Jane** and Xuying Zhao (2024), "Content length limit: How does it Matter for a Consumer to-Consumer Media Platform," *Information Systems Research*, forthcoming.
   - Media coverage: INFORMS Resoundingly Human Podcast, June 2024. Link.

3. Shulman, Jeffery and **Jane Gu** (2024), "Making Inclusive Product Design a Reality: How Company Culture and Research Bias Impact Investment," *Marketing Science*, 43 (1), 73-91. Equal authorship.

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

5. **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*

6. **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.

7. **Gu, Jane** and Giri Tayi (2017), "Consumer Pseudo-Showrooming and Omni-Channel Product Placement Strategies," *Management Information Systems Quarterly*, 41 (2), 583-606.

8. **Gu, Jane** and Giri Tayi (2015), "Consumer Mending and Online Retailer Fit-Uncertainty Mitigating Strategies," *Quantitative Marketing and Economics*, 13 (3), 251-282.

9. **Gu, Jane** and Giri Tayi (2015), "Investigating Firm Strategies on Offering Consumer Customizable Product," *Information Systems Research*, 26(2):456-468.

10. **Gu, Jane** and Yunchuan Liu (2013), "Retailer Store layout, Consumer Fit Uncertainty, and Channel Interaction," *Marketing Science*, 32 (4), 652-668.

11. **Gu, Jane** and Ying Xie (2013), "Providing Fit-Revealing Information in the Competitive Market," *Management Science*, 59 (5), 1196-1212.

12. **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

13. Puyang Xiaojuan, **Jane Gu**, Rachael Chen, and Juan Li, "Vertical Competition on Platform: The Impact of Common Attributes," minor revision, *Marketing Science*.

14. **Gu, Jane**, Han Yue, Weining Bao, and Hongfu Liu, "Emotional Waves: Dynamics and Impacts on Digital Content Consumption," under 3rd review, *Journal of the Academy of Marketing Science*.

15. **Gu, Jane**, Tianxin Zou, and Xinxin Li, "Regulating Platform Self-Preferencing in Add-on Markets," Revise and Resubmit, *Marketing Science*.

16. **Gu, Jane**, Cristina Nistor, and Matthew Selove, "Thrifting Sustainably: A Model of Treasure Hunts," Revise and Resubmit, *Management Science*.

17. **Gu, Jane,** Rachael Chen, Pingfan Wang, "Selling Professional Goods Under Expertise Migration Uncertainty," revise and resubmit, *Manufacturing and Service Operations Management*.

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

"GenAI Assistance in a Professional Service Market: The Perish of Second Opinion," *University of Utah*, November 2024.

"Common Attributes and Vendor Competition," *Production and Operations Management International Conference*, Istanbul, June 2024.

"Regulating Platform Self-preferencing in an Add-on Market," *Production and Operations Management International Conference*, Istanbul, June 2024.

"A Model of Shoppertainment Live Streaming," *Boston Area Marketing Scholars Conference*, Boston, May 2024.

"A Model of Shoppertainment Live Streaming," Fordham University, November 2023.

"Investigating Firm Strategies on Offering Consumer Customizable Product," *POMs International Conference*, Paris, July 2023.

"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 (virtual).

"Buyer Valuation Uncertainty and Firm Information Provision Strategies," *University of Washington, Marketing Doctoral Seminar Series*, May 2020 (virtual).

"Consumer Self-Customizing Capability, Social Learning, and Competitive Product Strategies," *Theory in Economics of Information Systems (TEIS) workshop*, March 2020 (virtual).

"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, 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, July 2015.

"Pseudo-Showrooming Effects and Retailer Omni-Channel Strategies," *China Marketing International Conference* 2015, Xi'An, July 2015.

"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, 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

<u>Editorial Board</u>

Marketing Science, 2023-present

Journal of Business Research, 2010-2018

<u>Guest Area Editor</u>

Management Science

<u>Referee</u>

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, Journal of Interactive Marketing

<u>Conference Committee</u>

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

China Marketing International Conference (CMIC), Shanghai 2018

<u>Conference Session Chair</u>

POMS International, Rome, July 2023

China Marketing International Conference (CMIC), Shanghai 2018

INFORMS Annual Meeting, Houston, October 2017

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

China Marketing International Conference (CMIC), Xi'An, 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

<u>Discussant</u>

Frank M. Bass UT Dallas Frontier of Research in Marketing Science (FORMS) Conference, University of Texas, Dallas, February 2024.

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 <u>Advisory Board</u>

Chinese Scholar Marketing Association

TEACHING INTERESTS

Digital Marketing, New Product Development, Marketing Strategy, Marketing Research, Marketing Analytics, Marketing Management, Distribution Channels

TEACHING EXPERIENCE

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

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

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

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

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

Guangzhi Chen, Ph.D. Marketing (University of Florida, expected 2025), member, dissertation committee

Siying Li, Ph.D. Marketing (expected 2026), Chair, dissertation committee

Ziyuan Li, Ph.D. Marketing (expected 2027), Chair, general exam committee

Ge Zhao, Ph.D. Marketing (expected 2028), Chair, qualification paper committee

Yanzhen Xu, Ph.D. Marketing (expected 2029), member, first-year paper committee

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

Jieun Lee, Ph.D. (2022) Marketing, Chair, qualification committee

Ashley Lynch, B.S. Applied Mathematics (expected 2025), advisor, Honor's thesis

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

UNIVERSITY SERVICES

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

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

Chair, Faculty Recruiting Committee, Marketing Department, University of Connecticut, 20212022

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, 20172019.

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, 20102011

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

"Leveraging economics to evaluate how video length on TikTok impacts profits," Informs Resoundingly Human Podcast, Jun 28, 2024.

- Interviewed to discuss the ISR publication titled "Content Length Limit: How Does it Matter for a Consumer-to-Consumer Media Platform."

"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