

# Curriculum Vitae—Bing Jing

## ADDRESS

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## EDUCATION

Ph.D. in Business Administration, 2001  
University of Rochester, Rochester, NY, USA.  
Dissertation Title: Product Differentiation in Electronic Markets

Master of Science (Management Science), 1999  
University of Rochester, Rochester, NY, USA.

Master of Business Administration, with Distinction, 1996  
Bentley College, Waltham, MA, USA.

Bachelor of Engineering (MIS), with High Distinction, 1992  
Beijing Information Technology Institute, Beijing, P.R. China

## EMPLOYMENT

1992-1994, MIS Engineer, Beijing Automation Research Institute, Beijing, China  
1996, Lead Programmer/Analyst, Instrumentation Lab, Lexington, MA, USA  
2000-2001, Instructor, University of Rochester  
2001-2007, Assistant Professor of Information Systems, Stern School of Business, New York University (NYU).  
July 2007- June 2011, Assistant Professor of Marketing, Cheung Kong Graduate School of Business (CKGSB).  
July 2011- , Associate Professor of Marketing, Cheung Kong Graduate School of Business (CKGSB).

## JOURNAL PUBLICATION

1. Adoption of Internet-based Product Customization and Pricing Strategies, with R. Dewan and A. Seidmann, *Journal of Management Information Systems*, Fall 2000.
2. Product Customization and Price Competition on the Internet, with R. Dewan and A. Seidmann, *Management Science*, Aug. 2003.
3. On the Profitability of Firms in a Differentiated Industry, *Marketing Science*, May-June 2006.
4. Network Externalities and Market Segmentation in a Monopoly, *Economics Letters*, April 2007.

5. Product Differentiation under Imperfect Information: When does Offering a Lower Quality Pay? *Quantitative Marketing and Economics*, March 2007.
6. Finitely Loyal Customers, Switchers and Equilibrium Price Promotion, with Z. Wen, *Journal of Economics and Management Strategy*, Fall 2008.
7. Putting One-to-One Marketing to Work: Personalization, Customization and Choice, with N. Arora, X. Dreze, A. Ghose, J. Hess, R. Iyengar, Y. Joshi, V. Kumar, N. Lurie, S. Neslin, S. Sajeesh, M. Su, N. Syam, J. Thomas, and Z. J. Zhang, *Marketing Letters*, December 2008.
8. Pricing Experience Goods: The Effects of Customer Recognition and Commitment, *Journal of Economics and Management Strategy*, 20, 2, 2011.
9. Exogenous Learning, Seller-Induced Learning, and Marketing of Durable Goods, *Management Science*, October 2011.
10. Product Line Competition and Price Promotions, with Z. J. Zhang, *Quantitative Marketing and Economics*, July-September 2011..
11. Social Learning and Dynamic Pricing of Durable Goods, *Marketing Science*, September-October 2011.
12. Seller Honesty and Product Line Pricing, *Quantitative Marketing and Economics*, October-December 2011.
13. Equilibrium Financing in a Distribution Channel with Capital Constraint, Bing Jing, Xiangfeng Chen and Gangshu Cai, *Production and Operations Management*, forthcoming.

## TEACHING

1. Customer Relationship Management (at CKGSB).
2. Marketing Management (at CKGSB).
3. Information Technology in Business and Society (at NYU).
4. Economics of IS (PhD Course) (at NYU).
5. Business Process Redesign (at Rochester).

## REFEREE

Management Science, Marketing Science, Quantitative Marketing and Economics, M&SOM, Hong Kong Research Council, Information Systems Research, Israel Science Foundation, MIS Quarterly, Journal of Management Information Systems, Journal of Economics and Management Strategy, Journal of Industrial Economics, International Journal of Industrial Organization, E-Commerce Research Journal, IEEE

Transactions on Software Engineering, International Journal of Production Economics, POM, Review of Network Economics.

#### SERVICE AT NYU

Undergraduate IS Core Curriculum Committee, IS PhD Program Committee, PhD Admissions Committee, UG Precommencement (May 2004), IS Faculty Recruiting Committee (F2002-S2003).

#### SERVICE AT CKGSB

Research Fellow Committee, Seminar Committee, MBA/EMBA/FMBA Recruiting, Thesis Supervision, Thesis Defense Examination, MBA DCP Supervision, etc.

#### PhD STUDENTS

Evangelos Katsamakas (Fordham), Zhong Wen (Tsinghua).

#### HONORS

Beta Gamma Sigma, Who's Who in Business Higher Education, Who's Who in America, Who's Who among America's Teachers.