

MIN DING

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I. EDUCATION

Ph.D., Marketing (2nd concentration in healthcare management),
Wharton School of Business, University of Pennsylvania, 2001
Ph.D., Molecular, Cellular and Developmental Biology, the Ohio State University, 1996
B.S., Genetics and Genetic Engineering, Fudan University, Shanghai, 1989

II. POSITIONS HELD

Bard Professor of Marketing
Smeal College of Business, The Pennsylvania State University (2000-)

Visiting Professor (sabbatical)
China Europe International Business School (CEIBS) (January – July, 2018)

Director
Institute for Sustainable Innovation and Growth (iSIG)
School of Management, Fudan University (2012-)

Past Visiting Positions
School of Management, Fudan University (2011-2017)
College of Business and Economics, The Australian National University (2011)
College of Business, City University of Hong Kong (2007)
Sloan School of Management, MIT (2006)

III. AWARDS

2012 *William R. Davidson Award for the best paper published in the Journal of Retailing during the two previous years*
2010 *Finalist, O'Dell Award, Journal of Marketing Research*
2008 *Finalist, Paul E. Green Award, Journal of Marketing Research*
2007 *Harold H. Maynard Award, for significant contribution to marketing theory and thought in Journal of Marketing*
2006 *Finalist, Paul E. Green Award, Journal of Marketing Research*

IV. SCHOLARLY INTEREST

Artificial Empathy (audio analytics and visual analytics); Intraperson Game Theory; Machine Learning; Mobile platform; Business Innovation (Advancement Logic); The Bubble Theory [Fair Development (Fair Wealth), Enlightened Needs]; Unconventional Branding Theory and Practice; Theories Grounded in Data (Symbiotic Theorization); Incentive Alignment (data collection); Innovation in Medicine; Hualish (Chinese)

V. JOURNAL PUBLICATIONS (the representative article in each domain is marked ***)

A. Artificial Empathy (audio analytics, visual analytics, machine learning)

1. *** Lu, S., L. Xiao and M. Ding. (2016). A Video-Based Automated Recommender (VAR) System for Garments. *Marketing Science*. 35(3), 484-510.
2. *** Xiao, L. and M. Ding. (2014). Just the Faces: Exploring the Effects of Facial Features in Print Advertising. *Marketing Science*. 33(3):338-352.
3. Xiao, L., H. Kim, and M. Ding. (2013). An Introduction to Audio and Visual Research and Applications in Marketing. *Review of Marketing Research*, 10, 213-253

B. Theories Grounded in Data

4. *** Ding, M. (2014). Symbiotic Theorization, *Customer Needs and Solutions*, Volume 1, Issue 3.

C. Designing Mechanisms to Extract *More, Better, and New Customer Insights*

5. Kim, HJ, YH Park, E. Bradlow, and M. Ding. (2014) PIE: A Holistic Preference Concept and Measurement Model, *Journal of Marketing Research*. Forthcoming.
6. Hauser, J. R., S. Dong, and M. Ding (2014), Self-Reflection and Articulated Consumer Preferences, *Journal of Product Innovation Management*. 31(1), 17–32.
7. Ding, M., J. R. Hauser, S. Dong, D. Dzyabura, Z. Yang, C. Su and S. Gaskin. (2011) Unstructured Direct Elicitation of Decision Rules. *Journal of Marketing Research*, 48(1), 116-27.
8. Dong, S., M. Ding and J. Huber. (2010) A simple mechanism to incentive-align conjoint experiments. *International Journal of Research in Marketing*, 27 25-32.
9. Lilien, G., D. Bowman, M. Ding, R. Grewal, A. Griffin, V. Kumar, D. Narayandas, R. Peres, and R. Srinivasan, (2010) Calculating, Creating, and Claiming Value in Business Markets: Status and Research Agenda, *Marketing Letters*, 21, 287-299.
10. Ding, M., Y.H. Park, and E. Bradlow (2009) Barter Markets for Conjoint Analysis *Management Science*, Vol. 55, No. 6, 1003-1017.

11. Park, Y.H, M. Ding and V. Rao (2008) Eliciting Preference for Complex Products: A Web-Based Upgrading Method. *Journal of Marketing Research*, 45, 562-574.
12. *** Ding, M. (2007) An Incentive-Aligned Mechanism for Conjoint Analysis. *Journal of Marketing Research*, 44(2), 214-223.
Finalist, Paul E. Green Award, *Journal of Marketing Research*, 2008.
13. Cahoy, D. and M. Ding. (2006) The Stakes Matter: Empirical Evidence of Hypothetical Bias in Case Evaluation and the Curative Power of Economic Incentives, *St. John's Law Review*, Vol. 80, Number 4 , 1275-1305 .
14. Ding, M., R. Grewal, and J. Liechty. (2005) Incentive-Aligned Conjoint Analysis, *Journal of Marketing Research*, 42(1), 67-82.
Finalist, Paul E. Green Award, *Journal of Marketing Research*, 2006.
Finalist, O'Dell Award, *Journal of Marketing Research*, 2010.
15. Cahoy, D. and M. Ding, (2005) Using Experimental Economics to Peek into the Black Box of Jury Behavior: A Proposal for Jury Research Reform, *Southern California Interdisciplinary Law Journal*, 14, 31-66.

D. Innovation in Pharmaceutical and Biotech Industries

16. Wu, DJ, M. Ding, L. Hitt. (2013) IT Implementation Contract Design: Analytical and Experimental Investigation of IT Value, Learning, and Contract Structure, *Information Systems Research*. 24 (3), 877–882.
17. Grewal R., A. Chakravarty, M. Ding, J. Liechty (2008) Counting chickens before the eggs hatch: Associating new product development portfolios with shareholder expectations in the pharmaceutical sector, *Intern. J. of Research in Marketing*, 25, 261–272.
18. Ding, M., and J. Eliashberg. (2008) A Dynamic Competitive Forecasting Model Incorporating Dyadic Decision-Making, *Management Science*, 54(4), 820-834
19. Rogers, M., C. Maranas, and M. Ding. (2005) Valuation and Design of Pharmaceutical R&D, *AICChE Journal (American Institute of Chemical Engineering Journal)*, 51(1):198-209.
20. Manchanda, P., Wittink, D. R., Ching A., Cleanthous,P., Ding, M., Dong, X.J., Leeflang, P. S. H., Misra, S., Mizik, N., Narayanan,S., Steenburgh, T., Wieringa, J. E., Wosinska, M. and Y. Xie. (2005) Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry. *Marketing Letters*, 16 (3-4), 293 - 308.
21. *** Ding, M and J. Eliashberg. (2002) Structuring the New Product Development Pipeline, *Management Science*, Vol. 48, No. 3, 343-363.

E. Individual Decision Making as Intraperson Games

22. Ding, M., B. Ross and V. Rao. (2010) Price as an Indicator of Quality – Implications for Utility and Demand Functions. *Journal of Retailing*, 86(1), 69-84.

- a. William R. Davidson Award, for the best paper published in the *Journal of Retailing* during the two previous years, 2012
- 23. *** Ding, M. (2007) A Theory of Intraperson Games. *Journal of Marketing*, 71 (2), 1-11. Harold H. Maynard Award, for significant contribution to marketing theory and thought in *Journal of Marketing*, 2007
- 24. Ding, M., J. Eliashberg, J. Huber and R. Saini. (2005) Emotional Bidders ? An Analytical and Experimental Examination of Consumers' Behavior in a Priceline-Like Reverse Auction, *Management Science*, 51(3), 352-364.

F. Fair Development

- 25. Ding, M. (2015) Fair Wealth, *Customer Needs and Solution*, 2(2).

G. Other Marketing Publication

- 26. Dong, S., M. Ding, R. Grewal, and P. Zhao (2011) Functional Forms of the Satisfaction-Loyalty Relationship, *Intern. J. of Research in Marketing*, 28(1), 38-50.

H. Cytoskeleton (Post-translational Modification)

- 27. Vandre DD, Y. Feng, and M. Ding (2000). Cell cycle-dependent phosphorylation of centrosomes: localization of phosphopeptide specific antibodies to the centrosome . *Microscopy Research & Technique*, 49(5):458-66.
- 28. Ding, M., Y. Feng, and DD. Vandre (1997). Partial characterization of the MPM-2 phosphoepitope. *Experimental Cell Research*, 231(1):3-13.
- 29. *** Ding, M. and DD.Vandre (1996). High molecular weight microtubule-associated proteins contain O-linked-N-acetylglucosamine. *Journal of Biological Chemistry*, 271(21):12555-61.
- 30. Ding, M., JM. Robinson, BC. Behrens and DD. Vandre (1995). The microtubule cytoskeleton in human phagocytic leukocytes is a highly dynamic structure. *European Journal of Cell Biology*, 66(3):234-45.

VI. BOOKS AND BOOK CHAPTERS

A. Books:

- Ding, M. (late 2017) *The Hualish*, Tsinghua University Press (Chinese)
Springer (English, tentative)
A book in the *Ideal China* book series

Jiang, Q., Qian, L., Ding, M. eds. (2016) *Fair Development in China*, Springer.

Ding, M. and J. Xu (2014) *The Chinese Way*, Routledge.

Ding, M., (2013) *The Bubble Theory – Towards the Framework of Enlightened Needs and Fair Development*, Springer.

Chinese Edition (2013), Fudan University Press, Shanghai, China.

Ding, M., J. Eliashberg, S. Stremersch eds. (2013) *Innovation and Marketing in the Pharmaceutical Industry*, Springer.

Ding, M., (2010). *The Enlightened*, a novel.

B. Book Chapters:

Ding, M. 2016. The Nine Dimensions of Fair Development Aspirations in China, in Fair Development in China, Jiang, Q., Qian, L., Ding, M. co-editors, Springer, 269-284

Ding M., J. Eliashberg and S. Stremersch. 2013. Introduction to Innovation and Marketing in Pharmaceutical Industry, in Innovation and Marketing in the Pharmaceutical Industry, Ding, M., J. Eliashberg and S. Stremersch, co-editors, Springer, 2013

Ding, M., S. Dong, J. Eliashberg, A. Gopalakrishnan, 2013. Portfolio Management in New Drug Development, in Innovation and Marketing in the Pharmaceutical Industry, Ding, M., J. Eliashberg and S. Stremersch, co-editors, Springer, 2013

VII. EDITORIAL SERVICE

A. Journal Editor

Customer Needs and Solutions, Editor-in-Chief, Springer.

B. Book Series Editor

Ideal China, series editor (2015-2017), Tsinghua University Press

Perspectives on Sustainable Growth, series editor, Springer

C. Editorial Board

International Journal of Research in Marketing (2015-); Marketing Science (2007-); Production and Operation Management (2003-); Journal of Business to Business Marketing (2000-2009); Journal of Marketing Science (Chinese) (2006-2010)

D. Ad hoc Reviewer

Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Operation Research, Journal of the Academy of Marketing Science, European Journal of Operational Research, Journal of the Operational Research Society, AMA conference, HICSS (Hawaii International Conference on System Sciences), National Science Foundation (NSF), Journal of Interactive Marketing, Hong Kong Research Grants Council, International Journal of Research in Marketing, Marketing Letters, Israel Science Foundation, Social Sciences and Humanities Research Council of Canada (SSHRC)

VIII. TEACHING AND DOCTORAL STUDENT SUPERVISION

A. Courses Taught:

Smeal College of Business, The Pennsylvania State University
E-Commerce (Undergraduate), 2000-2001
Marketing Strategy (Undergraduate), 2002- 2009, 2011-2015
New Product Development (MBA), 2001-2010, 2012-
Sustainability and Innovation (Undergraduate), 2011-2012
Sustainability and Innovation (EMBA), 2012.
Marketing Management (MBA), 2016-
Marketing Management (EMBA), 2016-

Sloan School of Management, MIT
Design and Marketing New Product (MBA), 2006.

Wharton School of Business, University of Pennsylvania
Introduction to Marketing Cases (Undergraduate), 1999.

School of Management, Fudan University
Marketing Management (EMBA), 2010-2017
Marketing Models; Artificial Empathy; Pharma Innovation; Symbiotic Theorization (PhD), 2010-2015

China Europe International Business School (CEIBS)
Innovation (MBA, EMBA), 2018 (scheduled)
Marketing Management (EMBA), 2018 (scheduled)

B. Advisor/Co-Advisor of Doctoral Students and Postdoc, and First Placement

Songting Dong, 2010, Senior Lecturer, The University of New South Wales
Co-Advisor with Professor Ping Zhao, Tsinghua University

Hye-jin Kim, 2013, Assistant Professor, KAIST, South Korea
Received the 2013 ISMS Doctoral Dissertation Proposal Award

Li Xiao, 2013, Associate Professor, Fudan University, China

Shasha Lu, 2015, Lecturer (assistant professor), University of Cambridge
Co-Advisor with Professor Xiongwen Lu, Fudan University

Yinghui Zhou (postdoc), 2016, Assistant Professor, Shenzhen University, China

Jie Xu (ongoing)

C. Doctoral Committee Member (First Placement)

Anindita Chakravarty, 2010, Assistant Professor, University of Georgia

Chen Zhou, 2013, Assistant Professor, Erasmus University, Netherland

Mrinmay Deb, 2013, Assistant Professor, Indian Institute of Management, India

Jerry Xia, 2016, Assistant Professor, University of Rhode Island

Manpreet Gill, 2017, Assistant Professor, University of South Carolina

Qian Chen (ongoing)

Liang (Leon) Xu (ongoing)

IX. PRESENTATIONS

A. Selected Invited Talks:

Australian National University, CEIBS, City University of Hong Kong, Cornell University, Duke University, East China Normal University, East China University of Science and Technology, Emory University, INSEAD, Jiaotong University, Georgia Institute of Technology, MIT, Nankai University, Peking University, PSU (Supply Chain and Information Systems), University of California Berkeley, University of Cambridge, University of Cologne, University of Florida, University of Houston, University of Melbourne, University of Miami, University of North Carolina, University of Sydney, University of Texas at Dallas, Western University (Ivey School of Business), Wuhan University

B. Selected Conference Presentations:

China Marketing Association of University Annual Conference, 2016 Keynote Speech; MARC 2015; Erin Memorial Symposium, 2008; Yale Customer Insights Conference, 2007; ISMS Marketing Science conference, 2002, 2003, 2005, 2006, 2008, 2009, 2010,

2012, 2013; 2014; 2016; JMS Marketing Science Conference (China), 2006; Choice Symposium, 2004, 2013; University of Utah Annual Product and Service Innovation Conf, 2006, 2008; Sawtooth Conference, 2006, 2009; Association for Consumer Research, 2003, 2012; INFORMS Annual Conference, 2001, 2002, 2003; American Society for Cell Biology, 1993, 1994

X. PROFESSIONAL ACTIVITIES

A. Service to Discipline

V.P. of Membership, INFORMS Society of Marketing Science (ISMS), 2010- 2013
Secretary, American Association of Pharmaceutical Scientists, Section of Economic,
Marketing and Management Sciences (EMMS), 2003-2004

B. Conference Organized

ISMS 38th Marketing Science Conference, Co-Chair, 2016
Ideal China Forum - Fair Wealth and Social Purpose, organizer, 2015

C. External Reviewers for Promotion, Tenure and Interim Review

City University of Hong Kong, Fudan University, Indiana University, Rutgers University, Santa Clara University, Shanghai University of Finance and Economics, Tsinghua University, University of California Riverside, University of Cambridge, University of Hong Kong, University of Houston, University of Iowa, University of Miami, University of Texas at Austin, University of Texas at Dallas, University of Wisconsin, Xi'an Jiaotong-Liverpool University

D. Administrative Service

Department Level

Faculty Recruiting Committee, Chair, 2009-2010; 2012-2013; Member, 2001-2002, 2004-2005; Doctoral Candidacy Committee, Chair, 2011-2012; Departmental Advisory Committee, Member, 2009-2010; Ph.D. Committee, Member, 2002-2003, 2007-2008, 2011-2012; Undergraduate Committee, Member, 2000-2002, 2006-2007; MBA Committee, Member, 2005-2006, 2009-2010, 2012-2013; Marketing Department Seminar Coordinator, 2002-2005; Promotion and Tenure Committee, Chair, 2013-2014.

College Level

Promotion and Tenure Committee, Member, 2008-2009, 2012-2013, 2014-
Graduate Policy Committee, Member, 2009-2011
Advisory Committee for Curriculum and Delivery Enhancement, Member, 2009-2010
Advisory Committee for MBA Curriculum and Policy, Member, 2009-2010
Smeal International Council Internal Committee, Member, 2009-2010

Biotech Initiative, 2002 – 2006
Faculty Advisory Committee (FAC), 2011-2012
Strategic Steering Committee, 2013-2014

University Level

Graduate Council, Member, 2011-2013

E. Professional Affiliations

American Association for the Advancement of Science
American Marketing Association
Institute for Operations Research and Management Sciences

F. Other Professional Experience

Assistant Engineer (Biotechnology), Jiangxi National Pharmaceutical Company,
Nanchang, PRC, 1989-1991

XI. NONPROFIT WORK

House of Enlightened Needs, a nonprofit LLC, registered in China, to promote Fair Development and Enlightened Needs, founding member

- a. Development of *Fair Wealth* ranking (first ranking released in China in 2016)
- b. Promoting *Dignified Children* in society as an example of Enlightened Needs

The Bubble Institute, a nonprofit, tax-exempt charitable organization under Section 501(c)(3), registered in Pennsylvania, USA, founding member