Nan Zhao

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PROFESSIONAL EXPERIENCE

Assistant Professor of Marketing *Aug 2023 - Present*
Scheller College of Business, Georgia Institute of Technology

EDUCATION

Ph.D. in Marketing *Aug 2017 - May 2023*
Olin Business School, Washington University in St. Louis

Master of Science in Customer Analytics *Aug 2016 - Dec 2017*
Olin Business School, Washington University in St. Louis

Bachelor of Business Administration in Financial Controllership *Aug 2012 - May 2016*
Faculty of Business Administration, University of Macau
Minor in Spanish Language and Literature Studies
Faculty of Arts and Humanities, University of Macau

RESEARCH INTERESTS

Customer Relationship Management, Program/Policy Evaluations, Retailing, Field Experiment, Causal Inference, Econometrics

PUBLICATION

"The Impact of Government Interventions on COVID-19 Spread and Consumer Spending"
Nan Zhao, Song Yao, Raphael Thomadsen, and Zack Wang
Management Science, 2023

Media Coverage: CBS News; NBC KSDK News; St. Louis Today; St.Louis Business Journal; Tech Explorist; WashU The Source.

WORKING PAPERS

"Do Co-Branded Credit Cards Increase Customer Loyalty?"
Nan Zhao, Arun Gopalakrishnan, and Chakravarthi Narasimhan
Under review

"Twisted Mango Diet Coke and Cinnamon Bun Oreos: Incongruent Line Extensions Can Revitalize the Choice of a Brand's Pre-existing Products."
Brittney Stephenson, **Nan Zhao**, Cynthia Cryder, Robyn LeBoeuf, and Stephen Nowlis
Under review

Media Coverage: WashU The Source.

"Can Messaging Lead to More Effective Subscription Sign-ups? Insights from a Field Experiment"
Kirthi Kalyanam, Raphael Thomadsen, and **Nan Zhao**
Authors listed alphabetically

"The Effect of an External Goal Switch on Performance"
Zack Wang, Yanyi Leng, **Nan Zhao**, Stephen Nowlis, and Song Yao

"Expediting Treatment Effects on Long-term Outcomes Using Experimental and Observational Data When Treatment Status Is Not Directly Randomizable: Surrogate Index and Control Function Methods"

TEACHING

Georgia Institute of Technology

- Customer Relationship Management   *Spring 2024*
- Database and CRM Strategy   *Spring 2024*

Washington University in St. Louis

- Basic Statistics Using SPSS   *Summer 2018*

INVITED RESEARCH SEMINARS

- Cornell University, Johnson Graduate School of Management   *Sep 2022*
- Boston College, Carroll School of Management   *Sep 2022*
- University of Virginia, Darden School of Business   *Sep 2022*
- Oklahoma State University, Spears School of Business   *Oct 2022*
- Indiana University, Kelley School of Business   *Oct 2022*
- Hong Kong Polytechnic University, Faculty of Business   *Oct 2022*
- Georgia Tech, Scheller College of Business   *Oct 2022*
- University of Kansas, KU School of Business   *Oct 2022*
- Arizona State University, W. P. Carey School of Business   *Nov 2022*
- University of Macau, Faculty of Business Administration   *Feb 2023*

CONFERENCE PRESENTATIONS

Paper: The Impact of Co-Branded Credit Card Adoption on Customer Loyalty

- 2021 INFORMS Annual Meeting (**Invited**)
- 2021 INFORMS Marketing Science
- 2022 INFORMS Marketing Science

Paper: Can Messaging Lead to More Effective Subscription Sign-ups? Insights from a Field Experiment

- 2023 POMS Conference (**Invited**)

AWARDS AND HONORS

- INFORMS Doctoral Consortium Fellow   *2021 & 2022*
- Doctoral Fellowship, Olin Business School, Washington University in St. Louis   *2017-2022*
- Bank of China Academic Prize for Outstanding Graduates   *2016*
- Bank of China Scholarship   *2015*
- Bank of China Scholarship   *2014*
- Sir Run Run Shaw Scholarship   *2013*