

Jing Gong

School of Information Systems and Management
Heinz College, Carnegie Mellon University
4800 Forbes Avenue, Pittsburgh, PA 15213

Office: (412) 268-7843
Email: jingg@andrew.cmu.edu
Website: www.andrew.cmu.edu/user/jingg

EDUCATION

Heinz College, Carnegie Mellon University
Ph.D. in Information Systems and Management

Pittsburgh, PA
2015 (Expected)

School of Economics and Management, Tsinghua University
B.Sc. in Information Systems and Management
Excellent Graduate Award

Beijing, China
2010

RESEARCH INTERESTS

TOPICS

Economics of Information Systems, E-Commerce, Digital Marketing, Online Labor Market, Two-Sided Markets, Business Analytics

METHODOLOGIES

Econometrics, Bayesian Statistics, Structural Modeling, Text Analytics

WORKING PAPERS

Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach (with Abhishek, Vibhanshu and Beibei Li), **Job Market Paper**, invited for resubmission to *Marketing Science*.

Substitution or Promotion? The Impact of Price Discounts on Cross-Channel Sales of Digital Movies (with Michael D. Smith, and Rahul Telang), conditionally accepted at *the Journal of Retailing*.

WORK IN PROGRESS

Impact of Amazon Tax on Online Consumer Search and Purchase (with Vibhanshu Abhishek and Michael D. Smith)

Online Labor Market: A Two-Sided Matching Model

CONFERENCE/WORKSHOP PRESENTATIONS

Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance, with Vibhanshu Abhishek and Beibei Li, International Conference on Information Systems (ICIS), Auckland, New Zealand, December 2014.

Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance, with Vibhanshu Abhishek and Beibei Li, Conference of Information Systems and Technology (CIST), San Francisco, California, November 2014 (**Best Student Paper Award**).

Perils of Uncertainty? The Impact of Contextual Ambiguity on Search Advertising Keyword Performance, with Vibhanshu Abhishek and Beibei Li, China Summer Workshop on Information Management (CSWIM), Chengdu, China, June 2014 (**Best Paper Award Runner-up**).

Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach, with Vibhanshu Abhishek and Beibei Li, Marketing Science Conference, Atlanta, Georgia, June 2014.

Examining the Impact of Contextual Ambiguity on Search Advertising Keyword Performance: A Topic Model Approach, with Vibhanshu Abhishek and Beibei Li, 2013, Winter Conference on Business Intelligence (WCBI), Salt Lake City, Utah, February 2014.

Pricing and Promotions in Digital Channels: Measuring Sales Response to Price Discounts and Promotional Placements," with Michael D. Smith and Rahul Telang, Workshop on Information Systems and Economics (WISE), Milan, Italy, December 2013.

TEACHING EXPERIENCE

RECITATION LEADER

Statistical Theory for Social and Policy Analysis (PhD Level)	2011, 2012, 2013
Exploring and Visualizing Data (Master Level)	2014
Statistics for IT Managers (Master Level)	2014

TEACHING ASSISTANT

Advanced Business Analytics (Master Level)	2013, 2014
Digital Marketing Analytics (Master Level)	2014
Digital Transformation (Master Level)	2013, 2014
Interactive Marketing (Master / Undergraduate Level)	2013
Introduction to Database Management (Master Level)	2012
Introduction to Econometric Theory (PhD Level)	2012

GUEST LECTURER

Introduction to Database Management (Master Level)	2012
Marketing I (Undergraduate Level)	2014

AWARDS AND FUNDING

Best Student Paper Award, Conference of Information Systems and Technology (CIST)	2014
CMU Graduate Student Association / Provost Conference Funding	2014
Best Paper Award Runner-up, China Summer Workshop on Information Management (CSWIM)	2014

Excellent Graduate Award, Tsinghua University	2010
COSL Scholarship for Excellent Student Tsinghua University	2009
Fellowship for Exchange Students, University of Richmond	2008
Excellent Student Leader of Tsinghua University	2008
First Prize in Summer Social Practice, Tsinghua University	2008
Zhenggeru Scholarship for Excellent Student, Tsinghua University	2007, 2008
Outstanding Freshman Scholarship	2006
Excellent Student Award of Hunan Province, China	2006

REFERENCES

Michael D. Smith (Co-Chair)

Professor of Information Technology and Marketing
 Co-director, Initiative for Digital Entertainment
 Analytics (IDEA)
 Heinz College and Tepper School of Business
 Carnegie Mellon University
 Pittsburgh, PA 15213
 Phone: (412) 268-5978
 Email: mds@cmu.edu

Vibhanshu Abhishek (Co-Chair)

Assistant Professor of Information Systems
 Heinz College
 Carnegie Mellon University
 Pittsburgh, PA 15213
 Phone: (412) 268-6064
 Email: vibs@andrew.cmu.edu

Beibei Li

Assistant Professor of Information Systems and
 Management
 Heinz College
 Carnegie Mellon University
 Pittsburgh, PA 15213
 Phone: (412) 268-5002
 Email: beibeili@andrew.cmu.edu

Rahul Telang

Professor of Information Systems and Management
 Co-director, Initiative for Digital Entertainment
 Analytics (IDEA)
 Director, PhD Program
 Heinz College and Tepper School of business
 (Courtesy)
 Carnegie Mellon University
 Pittsburgh, PA 15213
 Phone: (412) 268-1155
 Email: rtelang@andrew.cmu.edu