

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

Smeal Professor of Marketing and Innovation
(Lecturer 2000-2001; Assistant Professor 2001-2007; Associate Professor 2007-2010,
Professor 2010-)
Smeal College of Business, The Pennsylvania State University

Current and Past Visiting Positions
College of Business and Economics, The Australian National University
College of Business, City University of Hong Kong
School of Management, Fudan University
Sloan School of Management, MIT

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

Incentive Alignment (data collection); Innovation in Medicine; Artificial Empathy; Intraperson Games; The China Case; Concerns about Future (sustainable development)

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

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

1. Ding, M., J. R. Hauser, S. Dong, D. Dzyabura, Z. Yang, C. Su and S. Gaskin. (2010) Unstructured Direct Elicitation of Decision Rules. *Journal of Marketing Research*, forthcoming
2. 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.
3. 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.
4. Ding, M., Y.H. Park, and E. Bradlow (2009) Barter Markets for Conjoint Analysis *Management Science*, Vol. 55, No. 6, 1003-1017.
5. 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.
6. *** 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.
7. 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 .
8. 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.
9. 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.

B. Innovation in Pharmaceutical and Biotech Industries

10. Wu, DJ, M. Ding, L. Hitt. (2011) IT Implementation Contract Design: Analytical and Experimental Investigation of IT Value, Learning, and Contract Structure, conditionally accepted, *Information Systems Research*.
11. 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.
12. Ding, M., and J. Eliashberg. (2008) A Dynamic Competitive Forecasting Model Incorporating Dyadic Decision-Making, *Management Science*, 54(4), 820-834
13. Rogers, M., C. Maranas, and M. Ding. (2005) Valuation and Design of Pharmaceutical R&D, *AIChE Journal (American Institute of Chemical Engineering Journal)*, 51(1):198-209.
14. 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.
15. *** Ding, M and J. Eliashberg. (2002) Structuring the New Product Development Pipeline, *Management Science*, Vol. 48, No. 3, 343-363.

C. Individual Decision Making as Intraperson Games

16. 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.
William R. Davidson Award, for the best paper published in the *Journal of Retailing* during the two previous years, 2012
17. *** 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
18. 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.

D. Other Marketing Publication

19. Dong, S., M. Ding, R. Grewal, and P. Zhao (2010) Functional Forms of the Satisfaction-Loyalty Relationship, *Intern. J. of Research in Marketing*, forthcoming.

E. Cytoskeleton (Post-translational Modification)

20. 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.

21. Ding, M., Y. Feng, and DD. Vandre (1997). Partial characterization of the MPM-2 phosphoepitope. *Experimental Cell Research*, 231(1):3-13.
22. *** 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.
23. 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. TEACHING

A. Courses Taught:

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

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-

B. Advisor/Co-Advisor of Doctoral Students

Songting Dong, 2010, Assistant Professor, Australian National University
 Co-Advisor with Professor Ping Zhao

Hye-jin Kim, advisor, ongoing

Li Xiao, advisor, ongoing

Huanhuan Shi, advisor, ongoing

C. Doctoral Committee Member

Anindita Chakravarty, Assistant Professor, University of Georgia

Chen Zhou, ongoing

Mrinmay Deb, ongoing

VII. PRESENTATIONS

A. Selected Invited Talks:

Academic

Australian National University, City University of Hong Kong, Cornell University, Emory University, Duke University, INSEAD, Georgia Institute of Technology, MIT, PSU (Supply Chain and Information Systems), University of California Berkeley, University of Florida, University of Houston, University of North Carolina, University of Sydney

Industry

Annual Meeting of Pharmaceutical Management Science Association, Rx and Biotech Portfolio Management, Bristol-Myers Squibb, Wyeth

B. Selected Conference Presentations:

Erin Memorial Symposium, 2008

Yale Customer Insights Conference, 2007

Marketing Science conference, 2002, 2003, 2005, 2006, 2008, 2009, 2010

JMS Marketing Science Conference (China), 2006

Choice Symposium, 2004

University of Utah Annual Product and Service Innovation Conf, 2006, 2008

Sawtooth Conference, 2006, 2009

Association for Consumer Research, 2003

INFORMS Conference, 2001, 2002, 2003

American Society for Cell Biology, 1993, 1994

VIII. EDITORIAL SERVICE

A. Editorial Board

Marketing Science (2007-)

Production and Operation Management (2003-)

Journal of Business to Business Marketing (2000-2009)

Journal of Marketing Science (Chinese) (2006-2010)

B. Ad hoc Reviewers

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)

IX. PROFESSIONAL ACTIVITIES:

A. Service to Discipline

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

B. Ad Hoc Service to Discipline

Chair, Global Initiative Committee, ISMS, 2010-2011
Coordinator, ISMS Global Expansion China Test Market, 2011-2013

C. External Reviewers for Promotion, Tenure and Interim Review

Fudan University, University of Miami, University of Wisconsin

D. Administrative Service

Department Level

Faculty Recruiting Committee, Chair, 2009-2010; 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-
Undergraduate Committee, Member, 2000-2002, 2006-2007
MBA Committee, Member, 2005-2006, 2009-2010
Marketing Department Seminar Coordinator, 2002-2005

College Level

Promotion and Tenure Committee, Member, 2008-2009

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

University Level

Graduate Council, Member, 2011-2013

C. Professional Affiliations

American Association for the Advancement of Science

American Marketing Association

Institute for Operations Research and Management Sciences

D. Selected Consulting Experience

AstraZeneca, Weave Innovation, AccentHealth

E. Other Professional Experience

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

X. GRANTS

Hong Kong Research Grants Council, with C.Su and Z.Yang, 2009, HK\$592,000

Department of Commerce (NIST), with G. Susman and A. Warren, 2005, \$123,002

Smeal Competitive Research Grant (PSU), 2003-2007

Smeal Small Research Grant (PSU), 2004-2010

Smeal Sustainability Council Grant, 2011

XI. BOOKS

The Enlightened, Ding, Min, 2010, a novel.

Pharmaceutical Marketing, Ding, M., J. Eliashberg, S. Stremersch eds. Springer. 2011.