

Yuchi Zhang

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Employment

Associate Professor of Marketing, Leavey School of Business, Santa Clara University	September 2020 – Present
Assistant Professor of Marketing, Leavey School of Business, Santa Clara University	July 2016 – August 2020
Assistant Professor of Marketing, Fox Business School, Temple University	July 2014 – June 2016

Education

Ph.D., Marketing, Robert H. Smith School of Business, University of Maryland, College Park, MD	May 2014
B.S. in Economics, The Wharton School, University of Pennsylvania, Philadelphia, PA	May 2008

Research Interests

Social Media; Word of Mouth; E-commerce; Social Networks
Bayesian Analysis; Randomized Field Experiments; Machine Learning

Publications

Zhang, Yuchi, and Kunpeng Zhang (2025), “Feeding negativity on social media: how compensating customers creates vicious cycles of complaint,” *Journal of Research in Interactive Marketing*, 20(3), 455-471.

Klein, J.F., Zhang, Y., Falk, T., Aspara, J. and Luo, X. (2020), "Customer journey analyses in digital media: exploring the impact of cross-media exposure on customers' purchase decisions", *Journal of Service Management*, Vol. 31 No. 3, pp. 489-508.

Luo, Xueming, Yuchi Zhang, Fue Zeng, and Zhe Qu (2020), “Complementarity and Cannibalization of Offline-to-Online Targeting: A Field Experiment on Omnichannel Commerce,” *MIS Quarterly*, 44(2), 957-892.

Fong, Nathan, Yuchi Zhang, Xueming Luo, and Xiaoyi Wang (2019), “Targeted Promotions and Cross-Category Spillover Effects,” *Journal of Marketing Research*, 56(2), 310-323.

Zhang, Yuchi, and David Godes (2018), “Learning from Online Social Ties,” *Marketing Science*, 37(3), 425-444.

Zhang, Yuchi, Michael Trusov, Andrew T. Stephen, and Zainab Jamal (2017), “Online Shopping and Social Media: Friends or Foes?,” *Journal of Marketing*, 81(6), 24-41.

-Finalist Marketing Science Institute/H. Paul Root Award

Verhoef, Peter C., Andrew T. Stephen, P.K. Kannan, Xueming Luo, Vibhanshu Abhishek, Michelle Andrews, Yakov Bart, Hannes Datta, Nathan Fong, Donna L.Hoffman, Mandy Mantian Hu, Tom Novak, William Rand, and Yuchi Zhang (2017), “Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products,” *Journal of Interactive Marketing*, 40(November), 1–8.

Zhang, Yuchi, Wendy Moe, and David Schweidel (2017), “Modeling the Role of Message Content and Influencers in Social Media Rebroadcasting,” *International Journal of Research in Marketing*, 34(1), 100–119.

Zeng, Fue, Xueming Luo, Yifan Dou, and Yuchi Zhang (2016), “How to Make the Most of Omnichannel Retailing,” *Harvard Business Review*, July-August, 22-23.

Work in Progress

Wan, Xiang, Xiaojing Dong, Yuchi Zhang, and Xiaosong Dong “Recommendation Effects in the Presence of Customer Learning” under 2nd round review at *Marketing Science*.

Zhang, Yuchi, “When Do Influencers Matter? Evidence from Randomized In Game Gifting Experiments” under review at *Journal of Research in Interactive Marketing*.

“Are loyal customers more influential? A randomized field experiment on the value of word of mouth from loyal and non-loyal customers”

“How Does Word of Mouth Reduce Satisfaction?”

Conference Presentations and Invited Talks

“Are loyal customers more influential? A randomized field experiment on the value of word of mouth from loyal and non-loyal customers” Marketing Science Conference, Miami, 2023.

“The Vicious Cycle of Responding to Negative Comments on Social Media Brand Pages: A Quasi-Experiment with Facebook Policy Change and Machine Learning,” Temple University, Philadelphia, PA, June 2020.

“Perils of Responding to Negative Word-of-Mouth in Social Media: A Natural Experiment with Facebook Conversation Policy Change,” INFORMS Marketing Science Conference, Philadelphia, PA, June 2018.

“Omnichannel O2O Promotions,” INFORMS Marketing Science Conference, Los Angeles, CA, June 2017.

“Learning How to Learn From Opinions,” Santa Clara University, April 2016.

“Omnichannel O2O Promotions,” Conference on Digital Experimentation (CODE@MIT), Boston, MA, October 2015.

“Sweepstakes Effectiveness: Evidence from Randomized Field Experiments,” Fudan University, Shanghai, China, July 2015.

“Online Shopping and Social Media: Friends or Foes?,” INFORMS Marketing Science Conference, Baltimore, MD, June 2015.

“Sweepstakes Effectiveness: Evidence from Randomized Field Experiments,” Theory & Practice in Marketing Conference, Atlanta, GA, June 2015.

“Drivers of Social Media Rebroadcasting: Investigating the Role of Message Content and Influencers,” Marketing Academic Research Colloquium (Poster Session), Penn State University, State College PA, May 2013.

“Drivers of Social Media Rebroadcasting: Investigating the Role of Message Content and Influencers,” Mid-Atlantic Marketing Doctoral Symposium, Temple University, Philadelphia PA, April 2013.

“Learning How to Learn From Opinions,” INFORMS Marketing Science Conference, Boston, MA, June 2012.

“The Discontinuous Diffusion of User-Generated Content,” INFORMS Marketing Science Conference, Houston, TX, June 2011.

Honors and Awards

Teaching Award, Leavey School of Business, Santa Clara University (2017-2018)

Research Award, Leavey School of Business, Santa Clara University (2017-2018)

Leavey School of Business Internal Grant, Santa Clara University (2017, 2021)

Teaching Award, Department of Marketing & Supply Chain Management, Temple University (2015, 2016)

AMA Sheth Foundation Doctoral Consortium Fellow, University of Michigan (2013)

Dean’s Summer Research Fellowship, University of Maryland (2009 – 2013)

INFORMS Marketing Science Doctoral Consortium Fellow (2012)

Recipient of Travel Grant, Wharton Interactive Media Initiative Conference (2009)

Magna Cum Laude, Dean's List, The Wharton School, University of Pennsylvania (2004-2008)

Teaching Experience

Principles of Marketing (undergraduate), Santa Clara University, 2017, 2018

Social Media Marketing (undergraduate, MBA, MS), Santa Clara University, 2017 - Present

Marketing Research (undergraduate), Temple University, Fall 2014, Spring 2016

Global Marketing (undergraduate), University of Maryland, Fall 2011

Marketing Management (MBA, Teaching Assistant), University of Maryland, Fall 2012

Market Forecasting (MBA, Teaching Assistant), University of Maryland, Spring 2012

Service

Ad-Hoc Reviewer: Management Science, Journal of Marketing, Information Systems Research, International Journal of Research in Marketing, Journal of Interactive Marketing

Member, Rank and Tenure Committee, Santa Clara University, 2025-Present

Faculty Director, MS Marketing, Santa Clara University, 2018-2023

Member, Marketing Recruiting Committee, Santa Clara University, 2018-2023

Member, Teaching Effectiveness Standards and Evaluation Committee, 2023

Member, Senior Lecturer Promotion Committee, 2022-2023

Member, Online MBA Program Design Committee, Santa Clara University, 2017-2018

Member, Digital Marketing Certificate Program, Santa Clara University, 2016-2018

Member, Fox School of Business Doctoral Program Committee, 2014-2016

Computer Skills

Python, Matlab, R, Github, SQL