

Jintao Zhang

School of Management
Binghamton University
Email: jzhang157@binghamton.edu
Website: jintaozhang.com
[Google Scholar](#)

EDUCATION

Ph.D., Drexel University, LeBow College of Business Marketing	2018- 2023
MBA, University of California Riverside, Anderson Graduate School of Management Marketing & Management	2015-2017
BS, North China Electric Power University, School of Economics and Management Economics	2011-2015

ACADEMIC POSITIONS

Binghamton University, School of Management Assistant Professor of Marketing	2026-Present
The University of Iowa, Tippie College of Business Visiting Assistant Professor of Marketing	2024-2026
Texas A&M International University, A. R. Sanchez, Jr. School of Business Assistant Professor of Marketing	2023-2024

RESEARCH INTERESTS

Artificial Intelligence, Digital Marketing, Behavioral Pricing, Numerical Cognition, Sustainability

HONORS AND AWARDS

Research

- AMA-Sheth Doctoral Consortium Fellow, UT-Austin (2022)
- Drexel Graduate College Research Excellence Award Nominee (2022)
- TECK-KAH LIM Graduate Student Travel Subsidy Award, Drexel University (2023, 2022, 2020)
- Ph.D. Research Excellence Award, Department of Marketing, Drexel University (2021, 2020)

MANUSCRIPTS IN THE REVIEW PROCESS

1. **Zhang, Jintao**, Yuna Choe, and Haipeng (Allan) Chen, “Strikethrough Pricing,” revising for 3rd round review at *Journal of Consumer Psychology*.
2. Sun, Minjee, and **Jintao Zhang**, Boyoon Lee, Jongwoo Jeong, “Refugee Hiring,” under review at *Journal of Marketing*.
3. **Zhang, Jintao**, Siddharth Bhatt, Chen Wang, and Rajneesh Suri, “Repeating Digits in Bundles,” under review at *Journal of Retailing*.

SELECTED WORKING IN PROGRESS

1. **Zhang, Jintao**, Mathew Isaac, “Tensile Promotion,” in preparation to submit to *Journal of Consumer Research*.
2. **Zhang, Jintao**, Dian Wang, and Haipeng (Allan) Chen, “BOGO and Digits,” in preparation to submit to *Journal of Consumer Research*.
3. **Zhang, Jintao**, Haipeng (Allan) Chen, and Rajesh Bagchi, “Pricing Recommendation,” targeting *Journal of Consumer Research*.
4. **Zhang, Jintao**, Derrick Davis, and Rajesh Bagchi, “Price Increases,” targeting *Journal of Consumer Research*.
5. Li, Xinge, **Jintao Zhang**, and Yanliu Huang, “Price-Quality,” in preparation to submit to *Journal of Retailing*.
6. Sun, Minjee, and **Jintao Zhang**, “Discount Quality,” working in progress.

OTHER JOURNAL PUBLICATIONS

1. Jeong, Haeyoung, Hongjun Ye, Siddharth Bhatt, **Jintao Zhang**, and Rajneesh Suri, “When and Whom Should Retailers Offer Price Reductions in Times of Crisis?” *International Journal of Retail & Distribution Management*, 50(6), 744-759, **2022**.
2. Jeong, Haeyoung, Hongjun Ye, Siddharth Bhatt, **Jintao Zhang**, and Rajneesh Suri, “When Should Retailers Increase Prices during a Crisis? A Longitudinal Inquiry during the COVID-19 Pandemic,” *Journal of Consumer Behaviour*, 20(5), 1269-1276, **2022**.
 - Recognized as a top-downloaded journal paper in **2021**
3. Bhatt, Siddharth, Hongjun Ye, Jonathan Deutsch, Haeyoung Jeong, **Jintao Zhang**, Rajneesh Suri, and Hasan Ayaz, “Food Waste and Upcycled Foods: Can a Logo Increase Acceptance of Upcycled Foods?” *Journal of Food Products Marketing*, 27(4), 188-203, **2021**.
4. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, Jonathan Deutsch, Hasan Ayaz, and Rajneesh Suri, “Addressing Food Waste: How to Position Upcycled Foods to Different Generations,” *Journal of Consumer Behaviour*, 20(2), 242-250, **2021**.
 - Recognized as the top-cited journal paper in the years **2021-2022, 2020-2021, 2019-2020**
5. Ye, Hongjun, Siddharth Bhatt, Haeyoung Jeong, **Jintao Zhang**, and Rajneesh Suri, “Red Price? Red Flag! Eye-tracking Reveals How One Red Price Can Hurt a Retailer,” *Psychology & Marketing*, 37(7), 928-941, **2021**.

SELECTED CONFERENCE PRESENTATIONS

1. Zhang, Jintao, Dian Wang, and Haipeng (Allan) Chen, “Buy 2 Get 1 FREE” or “Buy 3 for \$3”? Repeat Digit, Processing Fluency, and Purchase Intention.” Paper to be presented at Association for Consumer Research. Washington D.C.: Oct, 2025
2. Li, Xinge, **Jintao Zhang**, and Yanliu Huang, “How the Use of Smartphones (Vs. PCs) Impacts Price-Quality Inference.” Paper to be presented at Association for Consumer Research. Washington D.C.: Oct, 2025
3. Li, Xinge, **Jintao Zhang**, and Yanliu Huang, “How the Use of Smartphones (Vs. PCs) Impacts Price-Quality Inference.” Paper presented at the Academy of Marketing Science. Coral Gables, FL: May, 2024
4. **Zhang, Jintao**, and Haipeng (Allan) Chen, “After \$50 off? Effect of Discount Framing on Deceptiveness.” Paper presented at the Academy of Marketing Science. Coral Gables, FL: May, 2024
5. Li, Xinge, **Jintao Zhang**, and Yanliu Huang, “The Effect of Device Type on Price-Quality Inference.” Paper presented at Society for Consumer Psychology. Nashville, TN: Mar, 2024
6. **Zhang, Jintao**, and Haipeng (Allan) Chen, “Deceptiveness in Discount Framing.” Paper presented at Society for Consumer Psychology. Nashville, TN: Mar, 2024
7. **Zhang, Jintao**, and Rajneesh Suri, “Digital Repetition in Price Information.” Paper Presented at Association for Consumer Research. Seattle, WA: Oct, 2023
8. Li, Xinge, **Jintao Zhang**, and Yanliu Huang, “Smartphone Use Strengthens Price-Quality Inference.” Paper presented at Association for Consumer Research. Seattle, WA: Oct, 2023
9. **Zhang, Jintao**, Siddharth Bhatt, and Rajneesh Suri, “Repeating Digits in Bundles!” Paper presented at American Marketing Association Winter Conference. Nashville, TN: Feb, 2023
10. **Zhang, Jintao**, Yuna Choe, and Haipeng (Allan) Chen, “Watch Out! How Strikethrough Price Crosses Out Purchase Intention.” Paper presented at Association for Consumer Research Conference. Denver, CO: October, 2022.
11. **Zhang, Jintao**, Siddharth Bhatt, and Rajneesh Suri, “Matched Numbers Empower Price Bundling!” Paper presented at Association for Consumer Research Conference. Denver, CO: October, 2022.
12. **Zhang, Jintao**, Yuna Choe, and Haipeng (Allan) Chen, “Watch Out! How Strikethrough Price Crosses Out Purchase Intention.” Paper presented at Drexel University [Graduate Scholarly Share](#). Philadelphia, PA: May, 2022.
13. **Zhang, Jintao**, Yuna Choe, and Haipeng (Allan) Chen, “Watch Out! How Strikethrough Price Crosses Out Purchase Intention.” Paper presented at Society for Consumer Psychology Conference. Online: March, 2022.
14. **Zhang, Jintao**, Yuna Choe, and Haipeng (Allan) Chen, “Watch Out! How Strikethrough Price Crosses Out Purchase Intention.” Paper presented at American Marketing Association Winter Conference. Las Vegas, NV: Feb, 2022.
15. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “Better Repeated? Effect of Repetitive Number Pricing on Bundling.” Paper presented at Association for Consumer Research Conference. Seattle, WA: October, 2021.

16. Jeong, Haeyoung, Hongjun Ye, Siddharth Bhatt, **Jintao Zhang**, and Rajneesh Suri, “Price Increase during Crisis.” Paper presented at Drexel LeBow Marketing Department’s COVID-19 Research, October, 2020.
17. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “Repetition Or No Repetition? Effect Of Repetitive Numbers on Bundle Promotion.” Paper presented at Association for Consumer Research. Paris, France: October, 2020.
18. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “Save Time for Better Life! The Effect of Time Saving on Quality Perception.” Paper presented at Association for Consumer Research. Paris, France: October, 2020.
19. Suri Rajneesh, Siddharth Bhatt, Hongjun Ye, Jonathan Deutsch, **Jintao Zhang**, Haeyoung Jeong, and Hasan Ayaz, “Will Consumers Consume Upcycled Foods?” Paper presented at the Academy of Marketing Science Conference. Coral Gables, FL: May, 2020.
20. Ye, Hongjun, Siddharth Bhatt, Haeyoung Jeong, **Jintao Zhang**, and Rajneesh Suri, “Good Logos Save the World: The Importance of Logo Design for Sustainable Foods.” Paper presented at the Society for Consumer Psychology Conference. Huntington Beach, CA: March, 2020.
21. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “Repetitive Decimals Lead to Stability.” Paper presented at the Society for Consumer Psychology Conference. Huntington Beach, CA: March, 2020.
22. Ye, Hongjun, Siddharth Bhatt, Haeyoung Jeong, **Jintao Zhang**, and Rajneesh Suri, “Effects of Machine Usability on Product Preference: A Neuroimaging Study.” Paper presented at the American Marketing Association Winter Conference. San Diego, CA: February, 2020.
23. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “The Impact of Temporal Distance on Pay-What-You-Want Pricing.” Paper presented at the American Marketing Association Winter Conference. San Diego, CA: February, 2020.
24. **Zhang, Jintao**, Hongjun Ye, Siddharth Bhatt, Haeyoung Jeong, and Rajneesh Suri, “Power of Shape Match: Round Matches for Consistent Performance.” Paper presented at the American Marketing Association Winter Conference. San Diego, CA: February, 2020.

INVITED TALKS

• University of Washington & Seattle University	2026
• University of California Riverside	2026
• Towson University	2025
• Texas A&M International University	2023
• Appalachian State University	2023
• Winthrop University	2023
• Merrimack College	2022
• Fresno State University	2022
• Morgan State University	2022
• University of California Riverside, Marketing Seminar Series	2022
• Drexel University, Graduate College Scholarly Share	2022

TEACHING EXPERIENCES

Binghamton University

Instructor:

- Social Media Marketing (Undergraduate, Fall 2026; Graduate, Fall 2026)

University of Iowa

Instructor:

- *Product and Pricing* (Undergraduate, Fall 2024, **Eval: 5.00/6.00**; Spring 2025, **Eval: 5.37/6.00**, Fall 2025, **Eval: 5.40/6.00**, Spring 2026, **Eval: 5.40/6.00**)
- *Sales Management* (Undergraduate, Spring 2025, **Eval: 5.83/6.00**; Fall 2025 **Eval: 5.60/6.00**)
- *Integrated Marketing Communication* (Undergraduate, Spring 2026, **Eval: 4.80/6.00**)

Texas A&M International University

Instructor:

- *Principles of Marketing* (Undergraduate, Online, Fall 2023, Eval: **4.58/5.00**)
- *Advertising and Promotion Management* (Undergraduate, Fall 2023, Eval: **4.69/5.00**; Spring 2024, Eval: **4.75/5.00**)
- *Marketing Management* (online MBA, Spring 2024, Eval: **4.63/5.00**)

Drexel University

Instructor:

- *Data-Driven Digital Marketing* (Undergraduate, Winter 2023, **3.52/4.00**; Spring 2022, Eval: **3.83/4.00**)
- *Customer Analytics* (Undergraduate, Winter 2022, Eval: **3.56/4.00**)
- *Marketing Research* (Undergraduate, Fall 2021, Eval: **3.65/4.00**)

PROFESSIONAL SERVICES

Ad-hoc Reviewer:

- Journals:
 - *Journal of Business Research*
 - *International Journal of Consumer Studies*
 - *Food Quality and Preference*
 - *Journal of Food Products Marketing*
 - *International Journal of Hospitality Management*
 - *Journal of Social Marketing*
 - *Service Science*
 - *Journal of Management Theory*

- *Journal of International Food & Agribusiness Marketing*
- Conferences:
 - Association for Consumer Research Conference 2022 - Present
 - Society for Consumer Psychology 2026
 - American Marketing Association CBSIG Annual Conference 2024
 - American Marketing Association Winter Conference 2022 - Present
 - American Marketing Association Summer Conference 2022 – Present
 - AMA Marketing and Public Policy Conference 2025 – Present
 - Academy of Marketing Science Conference 2024
 - Northeast Decision Sciences Institutes 50th Annual Conference 2021 - 2024

Service to the Profession:

- Association for Consumer Research Membership Committee 2023 – Present
- Association for Consumer Research Membership Committee Historian 2025 – Present
- Association for Consumer Research History Task Force 2023 - 2025
- Association for Consumer Research Volunteer 2022

Service to Texas A&M International University:

- ARSSB Teaching and Learning Committee 2023-2024
- ARSSB Western Hemisphere Trade Center Conference Committee 2023-2024

PROFESSIONAL AFFILIATIONS

- Association of Consumer Research
- Society of Consumer Psychology
- American Marketing Association

MEDIA EXPOSURE

- [Drexel Solution Institute Student Highlight](#)
- [Business Insider on Credit Card Perks](#)
- [WalletHub on Credit Card Applications](#), [Credit Card Usage](#), [Credit Card Loyalty Points](#), [Credit Card Rate](#), [WalletHub on Loud Budgeting](#), [WalletHub on Drive License Points](#)

REFERENCES

Rajneesh Suri (Chair)

Dean and Professor of Marketing
Raj Soin College of Business
Wright State University
Email: raj.suri@wright.edu

Haipeng (Allan) Chen

Professor and Gary C. Fethke Chair in Leadership
Tippie College of Business
University of Iowa
Email: haipeng-chen@uiowa.edu

Yanliu Huang

Department Head, Professor of Marketing
Lebow College of Business
Drexel University
Email: yh364@drexel.edu

Mathew Isaac

Seattle University Loyola Professor
Department Chair, Professor of Marketing
Seattle University
Email: isaacm@seattleu.edu