

## **TONGXIAO (CATHERINE) ZHANG**

302D Matthews Hall  
Purdue University  
West Lafayette, IN 47907  
E-mail: zhan1309@purdue.edu  
Phone: (765) 496-2066

---

### **ACADEMIC EXPERIENCE**

- |                               |   |
|-------------------------------|---|
| Senior Lecturer               | Department of Consumer Science, College of Health and Human Sciences, Purdue University, West Lafayette, IN 47907 (August 2012 – present) |
| Lecturer.                     | The Gatton College of Business and Economics, University of Kentucky, Lexington, KY (August 2007 – December 2011)                         |
| Visiting Assistant Professor. | The Gatton College of Business and Economics, University of Kentucky, Lexington, KY (August 2005 – July 2007)                             |

### **EDUCATION**

- Ph.D. Management of Information Technology, University of Maryland, College Park, MD  
Minor: Marketing
- M.S. Retail Management, Purdue University, West Lafayette, IN  
Minor: Computer Science
- B.A. International Trade and Economics, Beijing Polytechnic University, Beijing, China  
Minor: Electronic Engineering

### **HONORS AND AWARDS**

- Doctoral Consortium Participant, OCIS Division, Academy of Management Annual Conference, New Orleans, August, 2004
- First Runner-up for the Best Paper Award, OCIS Division, Academy of Management Annual Conference, Seattle, August, 2003
- Dean's Fellowship, Smith School of Business, University of Maryland, 2000-2004
- Excellent All-around Student, Beijing Polytechnic University, 1990-1995

### **RESEARCH INTERESTS**

- Impact of information technologies on consumer behavior in electronic markets
- Impact of information technologies on retailer strategies in electronic markets

### **PUBLICATIONS IN REFEREED JOURNALS**

- Zhang, T., Agarwal, R. & Lucas, H. (2011). The Value of IT-Enabled Retailer Learning: Can Personalized Product Recommendations Lock-in Consumers in Electronic Markets? *MIS Quarterly*, 35(4), 859-881.
- DeVaney, S. A. & Zhang, T. (2001). A Cohort Analysis of the Amount in Defined Contribution and Individual Retirement Accounts. *Financial Counseling and Planning*, 12 (1), 89-102.

### **PAPERS PRESENTED AT REFEREED CONFERENCES**

- Zhang, T., & Agarwal, R. (2004). The Value of IT-Enabled Retailer Learning: Can Personalized Product Recommendations Cognitively Lock-in Consumers in Electronic Markets? Presented at Web 2004 pre-ICIS (International Conference on Information Systems) workshop, Washington D.C., December, 2004.

- Zhang, T., Faraj, S., & Bailey, J. (2003). Online Retailers' Strategies to Survive in a Homogeneous Product Market: An Exploratory Analysis. International Conference on Information Systems (ICIS), Seattle, December, 2003.
- Zhang, T., & Gosain, S. (2003). IT-based Retention Strategies and Consumer Switching Costs in Electronic Markets: A Framework. Academy of Management (AOM) Annual Conference, Seattle, August, 2003. **1st Runner-up for OCIS best paper award.**

## **TEACHING INTERESTS**

- Marketing Research
- Principles of Marketing
- Retail Management
- Consumer Behavior
- Marketing Strategy
- International Marketing
- Selling and Sales Management

## **TEACHING EXPERIENCE**

- CSR331 (Consumer Behavior) – Purdue University
- CSR323 (Visual Merchandising) - Purdue University
- CSR332 (Cross-cultural and International Marketing) - Purdue University
- CSR315 (Relationship Selling) - Purdue University
- CSR209 (Introduction to Retail Management) - Purdue University
- CSR401 (Buying of Merchandise) - Purdue University
- CSR404 (Strategic Issues for Sales and Retailing) - Purdue University
- CSR418 (Selling and Sales Management Capstone) – Purdue University
- MKT300 (Marketing Management) – University of Kentucky
- MKT340 (Marketing Research) – University of Kentucky
- BMGT402 (Database Systems - Oracle DBMS) – University of Maryland
- BMGT201 (Introduction to Business Computing - Microsoft Office) – University of Maryland (Instructor for Weekly Lab Sessions)

## **REVIEWING EXPERIENCE (Ad-Hoc Reviewer)**

- Information Systems Research
- Journal of Business Research
- Information & Management
- Omega
- Journal of Organizational Computing and Electronic Commerce
- Information Conference on Information Systems (ICIS)
- Academy of Management Annual Conference (AOM)
- Americas' Conference on information systems (AMCIS)

## **INDUSTRIAL EXPERIENCE**

- Reuters – Beijing Office  
Data Analyst, Department of Marketing, Beijing, P.R. China (1995-1996)