

Chen Xing

Ph.D. Candidate in Marketing
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Education	University of Maryland, College Park	2023–present
	Ph.D. in Marketing (Candidate), Robert H. Smith School of Business	
	Advisor: Jie Zhang	
	Boston University	
	M.A. in Statistics, GPA 4.0/4.0	2016
	B.A. in Pure and Applied Mathematics, Minor in Economics,	2015
	Major GPA 3.96/4.0	
Research Interests	<i>Substantive:</i> Sustainable luxury retailing, customer relationship management <i>Methodological:</i> Causal inference, causal machine learning	
Papers Under Review	The Value of Authenticity Certificates on Peer-to-Peer Resale Platforms (with Jie Zhang) Under review at <i>Journal of Marketing Research</i>	
Work in Progress	Can Sustainable Alternatives Coexist with Luxury? Evidence from Lab-Grown Diamonds (with Jie Zhang) Data analysis Closing the Loop in Luxury: The Effect of Jewelry Trade-In Programs on Customer Purchases Data collection	
Presentations	Haring Symposium, Indiana University	2026
	Marketing Academic Research Colloquium (MARC),	2026
	Georgetown University (poster)	
	Marketing Seminar, Department of Marketing, Robert H. Smith School of Business	
	Quant Lunch, Department of Marketing, Robert H. Smith School of Business	
Teaching Experience	Instructor, University of Maryland	
	BMGT 351: Marketing Research Methods (scheduled)	Spring 2027
	Teaching Assistant, University of Maryland	
	BMGT 453: Retail Management (Prof. Jie Zhang)	2023–present
Research Experience	Research Assistant, Robert H. Smith School of Business	
	Prof. Jie Zhang: luxury retailing and causal inference	2023–present
	Prof. Michel Wedel: eye-tracking and visual marketing	2024–present

Industry Experience	Founder & CEO, Zeta Technologies, Shenzhen, China 2018–2023 Delivered customer lifetime value and sales forecasting solutions to 200+ clients, primarily jewelry, luxury watch, and apparel retailers.
Service	Organizer, Quant Lunch, Department of Marketing, Robert H. Smith School of Business Fall 2026–present
Skills	<i>Programming:</i> R, Python, TeX <i>Languages:</i> English (fluent), Mandarin Chinese (native)
References	Jie Zhang (Advisor) Dean’s Professor of Marketing Harvey Sanders Fellow of Retail Management Robert H. Smith School of Business University of Maryland jiejie@umd.edu Michel Wedel Distinguished University Professor PepsiCo Chair in Consumer Science Robert H. Smith School of Business University of Maryland mwedel@umd.edu Daniel M. McCarthy Associate Professor of Marketing Robert H. Smith School of Business University of Maryland dmccar@umd.edu