Chen Xing

Ph.D. Candidate in Marketing
Robert H. Smith School of Business, University of Maryland
College Park, MD 20742
chenx@umd.edu · chenxing.space

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, Major GPA 3.96/4.0 2015

Research Interests

Substantive: Sustainable luxury retailing, customer relationship management
Methodological: Causal inference, causal machine learning

Papers Under Review

The Value of Authenticity Certificates on Peer-to-Peer Resale Platforms
(with Jie Zhang)
Revise and Resubmit, *Journal of Marketing Research*

Working Papers

Cannibalization or Expansion? How Introducing Lab-Grown Diamonds Affects Diamond Jewelry Sales
(with Jie Zhang)

Work in Progress

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), Georgetown University (poster) 2026
Marketing Seminar and Quant Lunch, University of Maryland 2024–2026

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

Programming: R, Python, high-performance computing (Slurm)
Languages: 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

Daniel M. McCarthy
Associate Professor of Marketing
Robert H. Smith School of Business
University of Maryland
dmccar@umd.edu

Michel Wedel
Distinguished University Professor
PepsiCo Chair in Consumer Science
Robert H. Smith School of Business
University of Maryland
mwedel@umd.edu

Last updated: October 2026