

September 2019

NATHAN M FONG

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ACADEMIC APPOINTMENTS

Rutgers University, School of Business – Camden

Assistant Professor, Marketing, 2018-

Temple University, Fox School of Business

Assistant Professor, Marketing, 2011-2018

University of Pennsylvania, Wharton School

Visiting Assistant Professor, Marketing, Spring 2015

EDUCATION

MIT Sloan School of Management

Ph.D. in Marketing, Minor in Economics, 2011

Stanford University

B.S. in Mathematical and Computational Science, 2001

PUBLICATIONS

S. Yoon, N. Fong, and A. Dimoka, “The Robustness of Anchoring Effects on Preferential Judgments,” *Judgment and Decision Making*, 2019.

S. Yoon and N. Fong, “Uninformative Anchors Have Persistent Effects on Valuation Judgments,” *Journal of Consumer Psychology*, 2019.

N. Fong, Y. Zhang, X. Luo, and X. Wang, “Targeted Promotions on an E-Book Platform: Crowding Out, Heterogeneity, and Opportunity Costs,” *Journal of Marketing Research*, 2019.

R. Silberzahn, E. L. Uhlmann, D. P. Martin, P. Anselmi, F. Aust, E. Awtrey, ..., N. Fong, ..., B. A. Nosek, “Many analysts, one dataset: Making transparent how variations in analytical choices affect results,” *Advances in Methods and Practices in Psychological Science*, 2018

J. Dubé, Z. Fang, N. Fong, and X. Luo, “Competitive Price Targeting with Smartphone Coupons,” *Marketing Science*, 2017.

P. Verhoef, A. Stephen, P.K. Kannan, X. Luo, V. Abhishek, M. Andrews, Y. Bart, H. Datta, N. Fong, D. Hoffman, M. Hu, T. Novak, W. Rand, and Y. Zhang, "Connecting Customers in a Mobile World," *Journal of Interactive Marketing*, 2017.

N. Fong, "How targeting affects customer search: A field experiment," *Management Science*, 2017.

N. Fong, Z. Fang, and X. Luo, "Geo-Conquesting: Competitive Locational Targeting of Mobile Promotions," *Journal of Marketing Research*, 2015.

N. Fong, "Sales tax and electronic commerce," *The New Palgrave Dictionary of Economics, Online Edition*, Eds. Steven N. Durlauf and Lawrence E. Blume, Palgrave Macmillan, 2012.

E. Anderson, N. Fong, C. Tucker, and D. Simester, "How sales taxes affect consumer and firm behavior: The role of search on the Internet," *Journal of Marketing Research*, 2010.

WORKING PAPERS

M. Andrews, N. Fong, T. Li, and D. Kleine, "Designing Ad Creatives for Devices: A Randomized Field Experiment on Mobiles, Tablets, and PCs," preparing manuscript for submission.

S. Yoon and N. Fong, "Incongruent Effects of Preference and Attribute Anchoring on Consumer Choices," preparing manuscript for submission.

S. Yoon and N. Fong, "Numeric Competencies and Anchoring Biases," preparing manuscript for submission. Earlier version published under Papafragou, A., Grodner, D., Mirman, D., & Trueswell, J.C. (Eds.), 2016. *Proceedings of the 38th Annual Conference of the Cognitive Science Society*.

"Using a field experiment to evaluate instrumental variable estimates of price sensitivity," with D. Simester and E. Anderson, unpublished manuscript.

OTHER WORKS IN PROGRESS

"The 'Biophilia Premium: The Value of Plants to Consumers in Living and Working Environments," with Y. Chang, R. Huang, M. Morrin, and N. Ye, revising manuscript for resubmission.

"The neural mechanisms of anchoring effects on Willingness-to-Pay," with S. Yoon and V. Venkatraman, analysis stage.

"CEO Pulchritude and Customer Satisfaction: The Consumer Market Evidence," with J. Kim, Q. Wang, and N. Zhou, data collection planned.

"Targeted marketing and purchasing breadth," with S. Yoon, data collection planned.

“The effect of mobile payment systems on willingness-to-pay,” with S. Yoon, data collection planned.

RESEARCH PRESENTATIONS

March 2019	Drexel University, Philadelphia, PA
June 2018	Marketing Science Conference, Philadelphia, PA
April 2018	Rutgers University, Camden, NJ
December 2017	NYU Conference on Digital Analytics, New York, NY
June 2017	Marketing Science Conference, Los Angeles, CA
October 2016	Conference on Digital Experimentation, Cambridge, MA
June 2016	Marketing Science Conference, Shanghai, China
June 2016	Greater China Conference on Mobile Big Data Marketing, Hong Kong, China
May 2016	Choice Symposium, Lake Louise, AB, Canada
March 2016	Wharton Customer Analytics Initiative, Philadelphia, PA
January 2016	University of California San Diego, San Diego, CA
October 2015	NYU Big Data Conference, New York, NY
October 2015	Conference on Digital Experimentation, Cambridge, MA
June 2015	Marketing Science Conference, Baltimore, MD
February 2015	American Marketing Association Winter Conference, San Antonio, TX
January 2015	American Economic Association Annual Meeting, Boston, MA
October 2014	Chapman University, Orange, CA
October 2014	Association for Consumer Research, Baltimore, MD
October 2014	Conference on Digital Experimentation, Cambridge, MA
June 2014	Marketing Science Conference, Atlanta, GA
October 2012	DMEF Research Summit, Las Vegas, NV
October 2012	Association for Consumer Research, Vancouver, BC, Canada
June 2012	Marketing Science Conference, Boston, MA
April 2012	Wharton Customer Analytics Initiative, Philadelphia, PA
February 2012	Temple University, Philadelphia, PA
December 2010	Yahoo! Research, Santa Clara, CA
November 2010	Temple University, Philadelphia, PA
November 2010	University of Wisconsin, Madison, WI
November 2010	Tilburg University, Tilburg, Netherlands
November 2010	Rotterdam School of Management, Rotterdam, Netherlands
October 2010	MIT Sloan School of Management, Cambridge, MA
June 2010	Marketing Science Conference, Cologne, Germany
May 2010	MIT Sloan School of Management, Cambridge, MA

AWARDS

2018	Fox School of Business, MSCM Department Research Award
2017	Fox School of Business, Young Scholars Forum (\$1,000)

- 2017 Fox School of Business, MSCM Department Research Award
- 2016 Fox School of Business, Young Scholars Forum (\$2,000)
- 2016 Fox School of Business, MSCM Department Research Award
- 2015 Wharton Customer Analytics Initiative competitive research opportunity (customer engagement)
- 2015 Fox School of Business, MSCM Department Research Award
- 2014 Fox School of Business, Young Scholars Forum (\$6,000)
- 2014 Fox School of Business, MSCM Department Teaching Award
- 2013 Fox School of Business, Young Scholars Forum (\$1,500)
- 2013 Wharton Customer Analytics Initiative competitive research opportunity (coalition loyalty)
- 2012 Temple University Libraries, Alternative Textbook Project (\$1,000)
- 2012 DMEF Professor's Institute fellow
- 2011 Fox School of Business, Young Scholars Forum (\$2,500)
- 2011 Wharton Customer Analytics Initiative competitive research opportunity (relationship marketing)
- 2009 AMA Sheth Foundation Doctoral Consortium fellow

PROFESSIONAL SERVICE

Ad hoc reviewer (by recency): *Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Information Systems Research, Transactions on Management Information Systems, Journal of Interactive Marketing, European Journal of Marketing, International Journal of Research in Marketing, Quantitative Marketing and Economics, Journal of Economics & Management Strategy, Journal of Marketing Analytics, Journal of the Association for Information Systems.*

TEACHING

Rutgers University, School of Business – Camden:
 Consumer Analysis (Undergraduate)
 Social Media Marketing (Undergraduate)
 Social Media Strategy (Masters)

Prior appointments:

Quantitative Research in Marketing (Doctoral)
 Experiments: Knowledge by Design (Masters)
 Consumer and Buyer Behavior (Undergraduate)

DOCTORAL DISSERTATION COMMITTEES

- 2019 Farrah Wu
- 2019 Dena Pizzutti (DBA)
- 2018 Yuan Wang
- 2018 Sangsuk Yoon

2017 Bradley Baker
2017 Nina Huang
2016 Kartik Ganju
2014 Michael Obal
2013 Shih-Ching (Trista) Wang
2012 Mark Lang

SERVICE

Rutgers University, School of Business – Camden:
Research Committee
Faculty Recruiting Committee

Fox School of Business, Temple University:
Doctoral Program Committee
Doctoral Recruiting Committee
Faculty Recruiting Committee