
OIA Doctoral Travel Grant for Global Opportunities DTG-GO

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Tue, Sep 5, 2017 at 10:26 AM

Someone has applied for DTG-GO

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Response Summary:

First Name

Xingyue (Luna)

Last Name

Zhang

Email

xiz313@lehigh.edu

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6107397785

College of enrollment

Business and Economics

Major field of study

Information Systems and Supply Chain Management

Faculty advisor name

Yuliang (Oliver) Yao

Do you currently have a university assistantship or fellowship? If yes, choose the correct box below.

Teaching assistant

Are you currently funded by an external organization? If yes, choose the correct box below.

Choose the type of activity

Presentation at Conference

Title

Presentation of Paper Entitled "Online vs. Offline: A Structural Estimation of Consumer Purchase Behavior" at Workshop on Information Systems and Economics (WISE) 2017 in Seoul, Korea

Location and Dates of Program/Conference

Seoul, Korea

December 10-15, 2017

AbstractPlease provide a 3 - 5 sentence abstract (no more than 250 words) that clearly describes what is proposed and how the proposed experience will enhance the applicant's education significantly. Please note: This abstract must be suitable for use in a media release if the proposed activity is funded.

Information technology has enabled the online retail outlet. Between the online market and the traditional offline market, consumers exert different level of efforts and face different search costs to compare stores, prices and product offerings, which may affect consumer purchase behavior regarding price change and stockout in online and offline markets differently. Understanding the difference in consumer purchase behavior has important managerial implications for retail store managers who set product price and manufactures who manage their inventory at retail stores in both markets. From a theoretical point of view, studies on consumer purchase behavior complement the prevalent supply-side studies, and provide a demand perspective on the difference of online and offline markets. My doctoral dissertation focuses on comparing consumer purchase behavior regarding price change and stockout in the online and offline markets. I would like to present one paper in my dissertation, which is also my job market paper, at the Workshop on Information Systems and Economics (WISE) 2017. WISE is one of the top and internationally well-known workshops in the Information Systems (IS) field. WISE also serves as an important part of IS job market, where hiring schools conduct interviews with job candidates. As I am on the job market this year (2017-2018), the presentation of my job market paper at WISE will allow me to collect feedbacks from the top researchers and get me exposed to potential recruiters.

Detailed proposal of research/scholarly workIn no more than 1000 words, describe the objectives and approach of your proposed research activity. Make clear how it relates to your immediate and long-term doctoral goals. Include a time-line for preparing for and completing the proposed activity.

The job market paper I will present at WISE 2017 uses a large-scale dataset from a large supermarket chain and applies random-coefficient structural models to empirically study the consumer purchase behavior in both online and offline markets. Despite a relatively rich game-theoretic researches, a few has empirically examined the difference in demand between online and offline markets. Among the few studies, even fewer have applied empirical structural models, which discover the mechanism behind consumer purchase decisions, to study demand. Our paper is among the initial efforts to apply structural models to study the difference in consumer purchase behavior between online and offline markets. Besides price effect on demand, our paper examines consumer purchase behavior in face of stockout. To the best of our knowledge, there hasn't been a study of consumer purchase behavior regarding stockout in the online and offline context.

Based on our estimation results, we conduct counterfactual analyses to simulate the effects of price change and stockout on demand. We find higher own-price elasticities and lower cross-price elasticities within a product category online than offline. This is due to higher within-store search costs and lower cross-store search costs in the online market. Our findings suggest that with price increase and stockouts, the online market suffers a larger revenue loss than the offline market because offline consumers are more likely to purchase substitute products in the same store than online consumers. We have completed a draft and are collecting feedback before submitting it to a journal. The target journal is Management Science.

To get my paper published, it's important to get feedbacks from top researchers to improve my paper by presenting the paper in well-known workshops and conferences. As I am on the job market this year, presenting my job market paper at WISE will get me exposed to potential recruiters, who hold interviews with their job candidates at WISE. The submission deadline is September 7th, and the result of acceptance usually comes one and half months after the submission deadline. I am very confident to have my paper accepted at WISE, as my paper is accepted in another very selective conference, Conference on Information Systems and Technology (CIST) 2017, which is also one of the top conferences in IS field and held every year. I am also invited to present this paper in Production and Operations Management Society (POMS) annual meeting 2017 as well as the Institute for Operations Research and the Management Sciences (INFORMS) annual meeting 2017, both of which are top conferences in broader management field. I will provide my acceptance letter once the result comes out.

Thank you for your consideration and time.

Total budget. Enter numbers only, no currency signs.
2500

Funds secured from other sources. Please list each source and the amount below. Enter numbers only, no currency signs.

0, currently attempting to acquire funding from Department of Management

Remaining balance. Enter numbers only, no currency signs.
2500

Amount you are requesting as a DTG-GO grant. Enter numbers only, no currency signs.
1500

Please upload a Faculty Letter of Support Specifically detailing the impact this experience will have on your degree program.

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