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# *Xubing ZHANG*

Faculty of Business  
Associate Professor - Management & Marketing

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## **Academic Qualifications**

Ph.D. University of Toronto, Canada, Marketing, 2005

M.Sc. Beijing Polytechnic University, China, Management, 1996

B.A. Beijing Science and Technology University, China, Management, 1993

## **Academic/Industry Experience**

### **Academic Experience**

Assistant Professor, The Hong Kong Polytechnic University (2005 - Present).

Lecturer & TA/RA, University of Toronto (September, 2001 - October, 2004).

### **Non-Academic Experience**

Market Researcher, Pan Asia Market Research Institute (1995 - 1997).

## **Publications**

**Zhang, X.** (inpress, 2009). Retailers' multichannel and price advertising strategies. *Marketing Science*.

Moorthy, Sridhar and **Zhang, X.** (2006). Price matching guarantees with vertical differentiated retailers: Theoretical and empirical evidence. *Journal of Marketing Research*.