

# SILIANG (JACK) TONG

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Marketing and Supply Chain Management Department

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## ***EDUCATION***

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### **TEMPLE UNIVERSITY**

*Philadelphia, PA*

Ph.D., Marketing

*Expected 2021*

- Specialization: Marketing
- Key Coursework: Theory of Choice, Statistics I& II, Econometrics I, II & III, Research Methodology, Quantitative Modeling in Marketing, Game Theory, Theory of Optimal Control

### **UNIVERSITY OF WISCONSIN – MADISON**

*Madison, WI*

Master of Business Administration

*2014 – 2016*

- Specialization: Marketing Research, A.C. Nielsen Center
- Key Coursework: Marketing Research, Current Topics in Marketing Research Seminar, Data to Decisions, Quantitative Models in Marketing, Qualitatively-Based Marketing Insights, Statistics Experimental Design, Statistics Language R

### **QINGDAO UNIVERSITY**

*Qingdao, China*

Bachelor of Management

*2004 – 2008*

- Major: Tourism Management
- Key Coursework: Advanced Mathematics I, Advanced Mathematics II, Engineering Mathematics, Mechanics, Statistics

## ***RESEARCH INTEREST***

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Empirical Modeling in Big Data Marketing, Mobile Marketing, Shared Economy, and Machine Learning

## ***PUBLICATIONS***

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- Yang, Shuai, Yiping Song, and Siliang Tong. "Sustainable retailing in the fashion industry: A systematic literature review." *Sustainability* 9, no. 7 (2017): 1266. (SSCI Journal)
- Siliang Tong, Xueming Luo, Xiaoyi Wang. "Modeling Dynamic Trajectory Performance of App Notification Ads: Field Experimentation on Mobile App Platform." 2018 Winter AMA Proceeding (2018) F-25

## ***CONFERENCE PRESENTATION***

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- 40<sup>th</sup> Annual ISMS Marketing Science Conference, Philadelphia, PA, June 2018  
*“Driving the long-tail growth of sharing economy”*  
*“Effects of Platform Recommendation Algorithms in the Sharing Economy”*
- 2018 Theory + Practice in Marketing (TPM) Conference, Los Angeles, CA, May 2018  
*“Driving the long-tail growth of sharing economy”*  
*“App-rooming Promotions in the Omnichannel Shopping”*
- 2018 AMA Winter Academic Conference, New Orleans, LA, February 2018  
*“Modeling Dynamic Trajectory Performance of App Notification Ads: Field Experimentation on Mobile App Platform”*
- 2017 NYU Conference on Digital, Mobile Marketing, and Social Media Analytics, New York, NY, December 2017  
*“Short- and Long-term Value of Mobile App Notifications: A Field Experiment with Machine Learning Analysis”*  
*“Effects of Platform Reputation Policy on Buyer Expenditure and Seller Revenue in the Sharing Economy”*
- 2017 China India Insights Conference, New York, NY, September 2017  
*“Explore the Dynamic Effect of Ad Copy: Evidence from Mobile App Notifications”*
- 2017 MIT CODE Conference, Boston, MA, October 2017  
*“Explore the Dynamic Effect of Ad Copy: Evidence from Mobile App Notifications”*
- 2017 Marketing Seminar at Fudan University, Shanghai, China, July 2017  
*“Explore Effect of Mobile App Free Reward on Users' Consumption Behaviors: Evidence from a Two-stage Field Experiment”*
- 39<sup>th</sup> Annual ISMS Marketing Science Conference, Los Angeles, CA, June 2017  
*“Dynamic Performance Trajectory (DPT) Model for Customer Valuation: Evidence from Mobile App Notifications”*

### **WORK IN PROGRESS**

- Siliang Tong, Xueming Luo, Xiaoyi Wang, “Explore the Dynamic Effect of Ad Copy: Evidence from Mobile App Notifications” Data Analysis Stage
- Siliang Tong, Xueming Luo, Takeshi Moriguchi, Debashish Ghose, “App-rooming Promotions in the Omnichannel Shopping”, Under review in Management Science
- Xueming Luo, Zhijie Lin Siliang Tong, Jing Li, “Effects of Platform Reputation Policy on Buyer Expenditure and Seller Revenue in the Sharing Economy”, 2<sup>nd</sup> round review in JMR
- Xueming Luo, Zhijie Lin Siliang Tong, Cheng Zhang, “How Can Platforms' Protection Intervention Affect Network Externalities in a Sharing Economy?”, Under review in JMR

### **ACADEMIC SERVICE**

- Advisory Committee Member and Track Co-Chair for 2018 ISMS Marketing Science Conference
- Track Co-Chair for 2018 POMS Conference at Houston
- Ad hoc Reviewer for 2018 Winter AMA Conference

### **MARKETING & MANAGERIAL EXPERIENCE**

**Orbitz.com Inc., Chicago**

**06/15 – 08/15**

***Consumer Insights MBA Summer Intern***

- Spearheaded Consumer research projects on U.S Traveler Future Travel Plan, Orbitz Top Destination Traveler Booking Pattern and Path to Purchase, Millennial Traveler Exploratory Study
- Identified business opportunity based on Top destination Travelers booking pattern and product mix; provided insights on unique traveling behaviors of Millennial Travelers; explored U.S travelers trip planning process and budget allocations

**KRC Research, Washington D.C.**

**09/14 – 05/15**

***Project Assistant- MBA Student***

- Delivered effective research analysis on key projects in limited timeline; offered research team in-depth insights on commercial research and pinpointed actionable proposal for clients
- Focused on social listening coding and analysis, survey data populating, data analyzing and report frame build up

**Wynn Macau Resort, Macau SAR, China**

**03/14 – 07/14**

***Global Interactive Media Manager***

- Led and initiated interactive marketing strategies for Wynn Macau over the immediate and long-term in global scopes; planned and defined Wynn Macau annual interactive media objectives and budget allocation
- Managed website revamp and mobile site launch; Improved visitor experience by redefining visits objectives, conducting A/B testing and implementing Global CDN service. Guest engagement raised 25%, website loading time dropped 70%

**Hilton Worldwide**

***Regional e-Commerce Manager, China Regional Corporate Office***

**05/13 – 02/14**

- Managed and initiated China hotel pre-opening online campaigns; Drove regional online programs (Paid Search, Retargeting, Direct Response and Network Ads); Surpassed planned campaign target by 35% and achieved ROI by 11:1

***Online Marketing Manager, Hilton Guangzhou***

**07/11 – 05/13**

- Initiated hotel online marketing strategy and media planning; managed digital marketing and social media channels
- Launched social media campaign with over 13,000 reposts; 800,000 impressions and an increase of 7,000 Weibo fans within 15 days; Managed online marketing campaign for hotel opening with 1.2M impressions and \$120K revenue

**Starwood Hotel & Resorts**

**08/09 – 07/11**

***Hotel Online Marketing Manager, China***

- Organized and conducted online training for South China Hotels, assisting China regional office to build up South China online team; gained team leadership recognition from Regional online marketing manager
- Designed the first summer leisure package in Qingdao five-star hotels industry based on guest data and behavior analysis. The package led to more than \$200,000 revenue within two months and ranked No.1 in Great China region
- Won second prize in the Starwood Asia Pacific marketing campaign competition, Made For China to acknowledge creative marketing concept for Global marketing campaign focusing on China Customers

**KPMG LLP, Qingdao, China**

**08/08 – 08/09**

***Finance Analyst***

- Worked with audit team to conduct company financial statement audit and review; collaborated with consulting team on industry analysis and business strategy proposal

**Haojing.com, Beijing, China**

**08/08 – 06/09**

***Co-Founder and Chief Website Experience Leader***

- Created and launched the first LBS (Location Based Service) Social network platform in China; acquired more than 100,000 users registered on the platform within 10 months. Alexa Website Ranking, Top 70,000 in the world

**HONOR & ACHIEVEMENT**

- Presidential Fellowship of Temple University (2016 to 2021)
- 13th Young Scholars Award Funding, Fox School of Business (2016, 2017)
- Merit-based Full scholarship, Wisconsin School of Business, University of Wisconsin - Madison (2014-2016)
- Award for Best Undergraduate Graduation Thesis Defense, Qingdao University (2008)
- Award for Outstanding Graduate (2008)
- First Class Merit-based scholarship, College of Technology, Qingdao University (2004)

**PROFESSIONAL CERTIFICATE**

- Diploma of Digital Analytics, the University of British Columbia (2014)
- Google Analytics, Google Inc. (2010)