

PINGPING GAN

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RECENT EMPLOYMENT

Aug. 2023 – Present Adjunct Assistant Professor of Marketing,
Iowa State University, Ames, IA, USA

EDUCATION

- 2018 – 2023 **Ph.D. in Marketing**
Debbie and Jerry Ivy College of Business, Iowa State University, Ames, IA, USA
- 2011 – 2013 **Master of Applied Statistics**
Department of Statistics, The Pennsylvania State University, State College, USA
- 2008 – 2011 **Master of Enterprise Management, Concentration: Marketing**
School of Management, Huazhong University of Science and Technology, Wuhan, China
- 2004 – 2008 **Bachelor of English Language**
School of Foreign Language, Huazhong University of Science and Technology, Wuhan, China

PUBLICATIONS

Ong, L. Lin, Alexa K. Fox, Laurel Aynne Cook, Claire Bessant, Pingping Gan, Mariea Grubbs Hoy, Emma Nottingham, Beatriz Pereira, and Stacey Barell Steinberg. "Sharenting in an Evolving Digital World: Increasing Online Connection and Consumer Vulnerability." *Journal of Consumer Affairs* (2022).

WORK IN PROGRESS

1. Pingping Gan, Ashley Goreczny, Raj Agnihotri, "The Dark Side of Salesperson Use of Marketing Intelligence: The Role of Customer Suspicion and Customer Privacy Concerns" (Target journal: *Journal of Personal Selling and Sales Management*; Status: Data collection in progress)
2. Pingping Gan, Russ Laczniak, Beatriz Pereira, "The Role of Parental Style in Sharenting" (Target journal: *Journal of Consumer Affairs*; Status: Data collection in progress)
3. Pingping Gan, Russ Laczniak, Beatriz Pereira, "Understanding Adult Children's Attitude toward Sharenting" (Target journal: *Journal of Public Policy & Marketing*; Status: Data Analysis)
4. Pingping Gan, Russ Laczniak, "Measurement of Consumer Internet Data Privacy Centricity" (Target journal: *Journal of Consumer Affairs*; Status: Writing in progress)
5. Pingping Gan, Russ Laczniak, Huifang Mao, "Understanding Social Comparison and Sharenting: How it is Influenced by Self-acceptance and Privacy Concerns" (Target journal: *Journal of Consumer Research*)

CONFERENCE PARTICIPATION

1. Pingping Gan, Ashley Goreczny, Raj Agnihotri, “The Dark Side of Salesperson Use of Marketing Intelligence: The Role of Customer Suspicion and Customer Privacy Concerns”, presented at the Winter American Marketing Association 2022, Las Vegas
2. Pingping Gan, Russ Laczniak, Beatriz Pereira, “The Role of Parental Style in Sharenting”, presented at the Association for Consumer Research Conference 2021 (Virtual)
3. Ong, L. Lin, Alexa K. Fox, Laurel Aynne Cook, Claire Bessant, Pingping Gan, Mariea Grubbs Hoy, Emma Nottingham, Beatriz Pereira, and Stacey Barell Steinberg. “Sharenting in a Pandemic: The Intersection of Online Connection and Consumer Vulnerability”, participants in Track 1, Session 10 in the Transformative Consumer Research conference 2021 (Virtual)

RESEARCH INTERESTS

Customer Data Privacy
Sharenting
Privacy issues in Sales Digital
Marketing
Social Media Marketing

TEACHING INTERESTS

Principles of Marketing, Digital Marketing Analytics, Social Media Marketing, Marketing Research, Marketing Analytics, Digital Marketing

TEACHING EXPERIENCE

Summer 2020	<i>Principle of Marketing, undergraduate level</i>	(Overall rating: 4.46/5)
Fall 2021	<i>Principle of Marketing, undergraduate level</i>	(Overall rating: 4.67/5)
Spring 2022	<i>Principle of Marketing, undergraduate level</i>	(Overall rating: 4.47/5)
Fall 2022	<i>Digital Marketing Analytics</i>	(Overall rating: 4.6/5)
Fall 2023	<i>Principle of Marketing, undergraduate level</i>	(Overall rating: 4.46/5)
Spring 2024	<i>Principle of Marketing, undergraduate level (Section I)</i>	(Overall rating: 4.48/5)
Spring 2024	<i>Principle of Marketing, undergraduate level (Section 10)</i>	(Overall rating: 4.44/5)
Spring 2024	<i>Principle of Marketing, undergraduate level (Section 11)</i>	(Overall rating: 5/5)

PRIOR WORK EXPERIENCE

Capacity Planning Analyst

Securus Technologies, Inc., Dallas, TX

April 2014 - March 2016

Securus Technologies is a leading telecommunication service provider for law enforcement

departments and corrections agencies across North America.

Two-year solid experience with large data analyses, statistical analyses, and predictive model development

Forecasted peak capacity demands in Securus Call Platform for the next two quarters to assist capacity planning

Estimated the impact of changes in Securus' capacity due to adding new customers, lowering call price, and running new marketing promotions

Delivered monthly presentation to senior management about Securus' Call Platform performance based on visualized historical and predicted data

Lab Assistant for *Biostatistics*

The Pennsylvania State University, State College, PA

January 2013 - August 2013

Aided professors in organizing two weekly statistics labs, each with about 50 students

Tutored students on their homework, team projects and exams

Designed Minitab Instructions and lectured in a class of 100 students

SKILLS

Computer: SAS Certified Advanced Programmer

R, Stata, Matlab, SPSS, SQL, MS Excel, Access, PowerPoint, Word

Language: English (Fluent) & Mandarin (Native)

HONORS AND AWARDS

Excellent Student Leader, Huazhong University of Science and Technology, May 2011

China National Scholarship Award (Level 1), Huazhong University of Science and Technology, June 2008

RESEARCH GRANTS

Doctoral Dissertation Research Grant, Iowa State University, \$4000. 2022

Research Travel Grant, Ivy College of Business, Iowa State University, \$2000. 2022

Research Travel Grant, Ivy College of Business, Iowa State University, \$1200. 2021

SERVICE

Affiliation

Member, Society for Consumer Psychology (SCP)

Member, Transformative Consumer Research (TCR)

Member, Association for Consumer Research (ACR)

Member, American Marketing Association (AMA)

REFERENCE

Dr. Raj Agnihotri (Co-Chair)

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Dr. Russell N. Laczniak (**Co-Chair**) Emeritus Professor of Marketing
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