

PINGPING GAN

Department of Marketing
Ivy College of Business
Iowa State University
2167 Union Dr.
Ames, Iowa 50010

Office: 3120 Gerdin
Phone: (515) 294-3050
Cell: (814) 321-3332
Email: pgan@iastate.edu
<https://www.ivybusiness.iastate.edu/directory/pgan/>

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

1. 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, Raj Agnihotri, Ashley Goreczny, Russ Laczniak, "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)

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5. Pingping Gan, Russ Lacznia, 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, Raj Agnihotri, Ashley Goreczny, Russ Lacznia, “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 Lacznia, 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

Digital Marketing Analytics, Social Media Marketing, Marketing Research, Marketing Analytics, Principles of Marketing, 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>	(Upcoming)

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
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- 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, Huazhong University of Science and Technology, June 2008

RESEARCH GRANTS

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| • 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)

Associate Professor of Marketing

Ivy College of Business, Iowa State University

Raj2@iastate.edu| +1 515-294-0475

Dr. Russell N. Laczniak (Co-Chair)

Emeritus Professor of Marketing

Ivy College of Business, Iowa State University

Laczniak@iastate.edu| +1 515-460-0462

Dr. Beatriz Pereira

Assistant Professor of Marketing

Ivy College of Business, Iowa State University

pereira@iastate.edu| +1 515-294-1713