

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Genes and Sales
By

Dr Juanjuan Zhang
MIT Sloan

Date : 14 Apr 2022 (THU)

Time : 7 pm – 8:30 pm

Venue : Online via Zoom

Abstract

This paper presents one of the first marketing applications of modern genetics. We report evidence that salespeople's genetic variants linked to educational attainment predict sales performance. Genetics contribute less to sales performance than selling effort, but comparably to personality. We further show that adaptive learning, as captured in salespeople's customer orientation and opportunity recognition skills, may explain the gene-sales relationship. We discuss the implications of these findings for sales management and the value of genetic research to the marketing field.

Dr Juanjuan Zhang is the John D. C. Little Professor of Marketing at the MIT Sloan School of Management.

An expert in quantitative modeling, Zhang combines economic theory with computation to develop scalable business solutions. Her research covers industries such as consumer goods, social media, and healthcare, and functional areas such as product management, pricing, and sales.

Zhang's research has won a series of best-paper awards, including the Frank Bass Award for the best marketing thesis and the INFORMS Society for Marketing Science Long Term Impact Award. In 2018, she was named an inaugural Marketing Science Institute Scholar, a title awarded to "the most prominent marketing scholars in the world."

Zhang has served as Marketing Department Editor of her field's top journal, *Management Science*, Associate Editor of several other top journals, and VP of the INFORMS Society for Marketing Science.

Zhang currently teaches Marketing Innovation at MIT Sloan. She is a recipient of the MIT d'Arbeloff Fund for Excellence in Education and MIT Sloan's highest teaching award, the Jamieson Prize. She was also named a Top 50 Undergraduate Professor by *Poets and Quants*.

Zhang holds a B Econ from Tsinghua University and a PhD in Business Administration from the University of California, Berkeley.

All interested are welcome.



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Department of
**MANAGEMENT
& MARKETING**
管理及市場學系