

# MARKETING COLLOQUIA

FALL 2019

---

## **Juanjuan Zhang**

*John D. C. Little Professor of Marketing*  
MIT, Sloan School of Management

**Thursday, October 31, 2019**

**Where:** 741 JMHH

**When:** 12:00 PM to 1:20 PM

## **THE MARKETING GENE**

### **Authors:**

Shiyang Gong, University of International Business and Economics  
Qian Li, Beijing Foreign Studies University  
Song Su, Beijing Normal University  
Juanjuan Zhang, MIT

**ABSTRACT:** We present direct evidence that marketing ability is in part determined genetically. Tracking a panel of sales people over 13 months, we collect data on their sales performance, effort, experience, tasks and – importantly – their genes. Using state-of-the-art genome-wide association study (GWAS) methods, we identify genetic variants that significantly predict sales performance. Genetics accounts for 11% of variation in sales performance in our data, more so than sales effort. We discuss implications of genetic self-awareness, in domains such as work design, career choice, and mechanism optimization.