

LINLI XU

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 Department of Marketing
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EMPLOYMENT

Assistant Professor, Carlson School of Management 07/2012-present
 University of Minnesota

EDUCATION

Marshall School of Business, University of Southern California
 Ph.D. in Marketing, 2012
 University of British Columbia, Canada
 M.A. in Economics, 2004
 Jilin University, China
 B.A. in Economics, 2002

PUBLICATIONS

Rex Du, Linli Xu, Kenneth C. Wilbur (2019), “Assessing TV Ad Spots by Immediate Online Response: Towards a Deeper Understanding,” forthcoming, *Journal of Marketing*.

Mitchell J. Lovett, Renana Peres, Linli Xu (2019), “Can Your Advertising Really Buy Earned Impressions? The Effect of Brand Advertising on Word of Mouth,” forthcoming, *Quantitative Marketing and Economics*.

Linli Xu, Kenneth C. Wilbur, Jorge M. Silva-Risso (2018), “Dynamic Quality Ladder Model Predictions in Nonrandom Holdout Samples,” *Management Science*, 64(7): 3187-3207.

Linli Xu, Kenneth C. Wilbur, S. Siddarth, Jorge M. Silva-Risso (2014), “Price Advertising by Manufacturers and Dealers,” *Management Science*, 60(11): 2816-2834.

Kenneth C. Wilbur, Linli Xu, David Kempe (2013), “Correcting Audience Externalities in Television Advertising,” *Marketing Science*, 32(6): 892-912.

WORKING PAPERS

Kenan Zhang, Hongyu Chen, Song Yao, Linli Xu, Jiaojun Ge, Xiaobo Liu, Yu (Marco) Nie, “Virtual Connectivity is a Mixed Blessing for Ride-Hail,” under review.

Yanhao (Max) Wei, Linli Xu, Yi Zhu, “Not All Customer Complaints are Created Equally.”

WORK-IN-PROGRESS

Linli Xu, Song Yao, Yi Zhu, Jiaojun Ge, “The Impact of Surge Pricing in Ride-Sharing Market.”

Linli Xu, Gordon Burtch, Yi Zhu, Li Wang, “The Role of Performance Evaluation Policies in a Crowdsourcing Market.”

CONFERENCE PRESENTATIONS

41th ISMS Marketing Science Conference, June 2019 scheduled
Marketing Dynamics Conference, June 2019 scheduled
40th ISMS Marketing Science Conference, Philadelphia, June 2018
4th Annual Workshop on Experimental and Behavioral Econ in IS, Arlington, May 2018
39th ISMS Marketing Science Conference, Los Angeles, June 2017
INFORMS Annual Meeting, Philadelphia, November 2015
1st Annual McGill International Conference on Marketing, Montreal, August 2015
37th ISMS Marketing Science Conference, Baltimore, June 2015
13th Annual International Industrial Organization Conference, Boston, April 2015
9th Annual UT Dallas FORMS Conference, Dallas, February 2015 (Discussant)
5th Annual UT Dallas FORMS Conference, Dallas, February 2011
4th Annual UT Dallas FORMS Conference, Dallas, February 2010
6th Marketing Dynamics Conference, New York, July 2009
30th ISMS Marketing Science Conference, Vancouver, June 2008

INVITED TALKS

University of Houston, March 2018
University of Minnesota (IDSc department), January 2018
University of British Columbia, August 2015
University of Minnesota, September 2012
Dartmouth College, November 2011
University of Minnesota, November 2011
University of Georgia, October 2011
Michigan State University, October 2011
University of Pittsburgh, September 2011
Duke University, July 2009

TEACHING EXPERIENCE

University of Minnesota

- Marketing Research, 2013-2015, 2017 (*Avg. Instructor Rating: 5.6/6*)
- Data-Driven Marketing, 2017-2018 (*Avg. Instructor Rating: 5.6/6*)

University of Southern California

- Marketing Fundamentals, 2010 (*Instructor Rating: 4.3/5*)
- Teaching Assistant, Marketing Management (MBA core), 2010

SERVICES

Journal Reviews

Management Science, Marketing Science, Information Economics and Policy, International Journal of Research in Marketing, Journal of Industrial Economics, Journal of Interactive Marketing, Journal of Marketing Research, Journal of Media Economics, Marketing Letters, Review of Economics and Statistics, IEEE Transactions on Computational Social Systems

Other Reviews

Social Sciences and Humanities Research Council of Canada (SSHRC), Israel Science Foundation, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, Mary Kay Inc. Doctoral Dissertation Competition

PhD Advising

- Xiaolin Li (2015), Member, Dissertation Committee (initial placement: UT Dallas)
- Shaojun (Marco) Qin (2018), Member, Dissertation Committee (initial placement: Temple University)
- Hyesung Yoo (in progress), Member, Preliminary Committee

Department Committees

- Undergraduate Marketing Research Committee (chair), 2018
- Faculty Recruiting Committee, 2013-2014
- Seminar Series and Marketing Camp Organizer, 2015-2019

HONORS AND AWARDS

Marketing Science Institute (MSI) Young Scholar, 2019
Professors Institute (nominated faculty attendee), Southern Methodist University, 2017
MSI Research Grant, 2015
Haring Symposium Representative (Faculty), Indiana University, 2014
Dean's Small Grant, Carlson School of Management, 2013, 2015
Doctoral Student Excellence in Teaching Award, USC-Marshall, 2011
AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University, 2011
James S. Ford/Commerce Associates PhD Fellowship, USC-Marshall, 2010
Summer Institute in Competitive Strategy (SICS) travel grant, UC Berkeley, 2010
INFORMS Marketing Science Conference Doctoral Consortium Fellow, 2008
Jeffrey Abbott Memorial Scholarship Award, USC-Marshall, 2008
Marshall School of Business Graduate Assistantship, 2007-2012
University Scholarship, McGill University, 2004-2005
International Tuition Scholarship, University of British Columbia, 2003-2004
Academic Excellence Scholarship, Jilin University, 1998-2001
Hua Wei Scholarship, Jilin University, 1998-1999
Dong Rong Scholarship, Jilin University, 1999-2001
Outstanding Student Social Leader Award, Jilin University, 1999, 2001