

# LINLI XU

Carlson School of Management  
Department of Marketing  
321 – 19<sup>th</sup> Ave. South, Suite 3-150  
Minneapolis, MN55455

Phone: (612) 626-3015  
Fax: (612) 624-8804  
Email: [linlixu@umn.edu](mailto:linlixu@umn.edu)  
<https://sites.google.com/a/umn.edu/linlixu/>

---

## **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), “Immediate Responses of Online Brand Search and Price Search to TV Ads,” *Journal of Marketing*, 83(4): 81-100.

Mitchell J. Lovett, Renana Peres, Linli Xu (2019), “Can Your Advertising Really Buy Earned Impressions? The Effect of Brand Advertising on Word of Mouth,” *Quantitative Marketing and Economics*, 17(3): 215-255.

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**

Linli Xu, Gordon Burtch, Qi Xie, Li Wang (2021), “Strategic Opacity in Crowdsourced Quality Evaluation.” *Revision requested*.

Mao Yuan, Yi Zhu, Linli Xu, Xu Guan (2021), “Search Prominence in a Distribution Channel.” *Revision requested*.

Linli Xu, Yanhao (Max) Wei, Yi Zhu (2020), “Surge Pricing and Customer Complaints.”

Kenan Zhang, Hongyu Chen, Song Yao, Linli Xu, Jiaojun Ge, Xiaobo Liu, Yu (Marco) Nie (2020), “Economies of Scale in Ride-hail: A Tale of Two Markets.”

### **WORK-IN-PROGRESS**

Linli Xu, Ioannis Bellos, Vishal Agrawal, Brad Greenwood, “Idle Cars are Drivers’ Playthings: An Empirical Analysis of Deadheading in Ridesharing.”

Qi Xie, Linli Xu, George John, “The Role of Recommendation System in Consumer Search and Consumption of Online Short Videos.”

Linli Xu, Seulmin Yang, Jason Chan, Yi Zhu, “The Effects of Political Advertising Campaigns on Hate Crimes.”

### **CONFERENCE PRESENTATIONS**

15<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, February 2021 (discussant)

14<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, February 2020 (discussant)

41<sup>th</sup> ISMS Marketing Science Conference, June 2019

Marketing Dynamics Conference, June 2019

40<sup>th</sup> ISMS Marketing Science Conference, Philadelphia, June 2018

4<sup>th</sup> Annual Workshop on Experimental and Behavioral Econ in IS, Arlington, May 2018

39<sup>th</sup> ISMS Marketing Science Conference, Los Angeles, June 2017

INFORMS Annual Meeting, Philadelphia, November 2015

1<sup>st</sup> Annual McGill International Conference on Marketing, Montreal, August 2015

37<sup>th</sup> ISMS Marketing Science Conference, Baltimore, June 2015

13<sup>th</sup> Annual International Industrial Organization Conference, Boston, April 2015 (both presenter and discussant)

9<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, February 2015 (discussant)

5<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, February 2011

4<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, February 2010

6<sup>th</sup> Marketing Dynamics Conference, New York, July 2009

30<sup>th</sup> ISMS Marketing Science Conference, Vancouver, June 2008

### **INVITED TALKS**

University of California at Riverside, January 2020

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, 2017-2018 (Avg. *Instructor Rating*: 5.6/6)
- Data-Driven Marketing, 2017-2021 (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

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

Other Reviews

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

Session Chairs

Production and Operations Management Society 31<sup>st</sup> Annual Conference, 2021

Department and College Services

- Faculty Recruiting Committee, 2013, 2021
- Undergraduate Marketing Research Committee (chair), 2018
- Seminar Series and Marketing Camp Organizer, 2015-2019
- Department Curriculum Committees, 2014, 2015
- Committee member on multiple doctoral students' preliminary and dissertation committees (Xiaolin Li, Shaojun Qin, Hyesung Yoo)
- Faculty supervisor for Undergraduate Honor Thesis, 2014, 2020
- Faculty reader for Undergraduate Honor Thesis, 2017, 2019

## **HONORS AND AWARDS**

Marketing Science Institute (MSI) Young Scholar, 2019

Faculty Representative, Professors Institute, Southern Methodist University, 2017

MSI Research Grant, 2015

Faculty Representative, Albert Haring Symposium, Indiana University, 2014

Dean's Small Grant, Carlson School of Management, 2013, 2015, 2019, 2020

Doctoral Student Excellence in Teaching Award, USC-Marshall, 2011

Fellow, AMA-Sheth Foundation Doctoral Consortium, 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

Fellow, INFORMS Marketing Science Conference Doctoral Consortium, 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