

# LINLI XU

Carlson School of Management  
 Department of Marketing  
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## **EMPLOYMENT**

Associate Professor, Carlson School of Management University of Minnesota	2022-present
Assistant Professor, Carlson School of Management University of Minnesota	2012-2022

## **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**

Linli Xu, Yanhao (Max) Wei, Yi Zhu (2022), “Customer Voice on Two-Sided Platforms: The Effect of Surge Pricing on Customer Complaints,” *Management Science*, forthcoming.

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.*

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**

16<sup>th</sup> Annual UT Dallas FORMS Conference, Dallas, March 2022  
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**

Ohio State University, April 2022  
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, Qi Xie, Seulmin Yang)
- 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

Jeffry 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