# 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
http://www.tc.umn.edu/~linlixu

#### **EDUCATION**

Marshall School of Business, University of Southern California
Ph.D. in Marketing, 2012

McGill University, Canada
M.Sc. in Agricultural Economics (coursework), 2005

University of British Columbia, Canada
M.A. in Economics, 2004

Jilin University, China
B.A. in Economics, 2002

## **RESEARCH INTERESTS**

Advertising Effectiveness, New Product Development Quantitative Marketing, Empirical I.O., Dynamic Structural Models

### **DISSERTATION**

"Product Quality Investment and Advertising: Analysis of the Auto Industry"

- Essay 1: Price Advertising by Multiple Channel Members
- Essay 2: Predicting Incumbents' Product Quality Reactions to New Entry

Co-chairs: Kenneth C. Wilbur and S. Siddarth

Committee members: Hai Che, Anthony Dukes, Lan Luo, Guofu Tan

### **WORKING PAPERS**

Linli Xu, Kenneth C. Wilbur, S. Siddarth, and Jorge M. Silva-Risso (2011), "Price Advertising by Multiple Channel Members" (under 2<sup>nd</sup> review at *Marketing Science*)

Kempe, David, Kennetch C. Wilbur, and Linli Xu (2011), "What can Television Networks Learn from Search Engines? How to Sell Attention Instead of Time" (under 2<sup>nd</sup> review at *Marketing Science*)

Linli Xu and Kenneth C. Wilbur (2011), "Predicting Incumbents' Product Quality Reactions to New Entry"

# **CONFERENCE PRESENTATIONS AND INVITED TALKS**

2011 – Dartmouth College Michigan State University University of Georgia University of Minnesota University of Pittsburgh Frank M. Bass UTD-FORMS Conference

2010 – UTD-Frontiers of Research in Marketing (UTD-FORMS) Conference

2009 – Marketing Dynamic Conference Fuqua School of Business, Duke University

2008 – INFORMS Marketing Science Conference

# **TEACHING EXPERIENCE**

University of Southern California

- Instructor, Marketing Fundamentals, Summer 2010 Instructor Rating: 4.33/5
- Teaching Assistant, Marketing Management (MBA core), Spring 2010

#### McGill University

- Teaching Assistant, Society and Environment, Fall 2005
- Teaching Assistant, Entrepreneurial Leadership, Fall 2004

University of British Columbia

■ Teaching Assistant, Empirical Economics, Summer 2004

### **TEACHING INTERESTS**

Principles of Marketing, Marketing Management, Marketing Research, Advertising Strategy, Market Demand and Sales Forecasting

#### **HONORS AND AWARDS**

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
Participant – Institute on Computational Economics, University of Chicago, 2009
INFORMS Marketing Science Conference Doctoral Consortium Fellow, 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, 1999-2001
Outstanding Student Social Leader Award, Jilin University, 1999, 2001