

LINLI XU

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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, Qi Xie, Gordon Burtch (2023), “An Empirical Study of Strategic Opacity in Crowdsourced Evaluations.” *Revision requested.*

Mao Yuan, Yi Zhu, Linli Xu, Xu Guan (2023), “Search Prominence in a Distribution Channel.” *Under review.*

Qi Xie, Linli Xu, George John (2023), “User Engagement on Digital Media Platforms: The Dynamic Interplay between Discovery and Consumption.”

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, Seulmin Yang, Yi Zhu, “The Effects of Presidential Advertising Campaigns on Hate Crimes.”

Seulmin Yang, Linli Xu, George John, “The Effects of Government Policies to Promote Electric Vehicle Consumption.”

Sudeep Kumar, Qi Xie, Linli Xu, “Impact of Revealing Economic Status of Brands on Sales: Evidence from Amazon.”

Luqian Sun, Linli Xu, “Shared Journeys, Diminished Gratuities: An Empirical Analysis of Tipping Behaviors in Shared-Ride Services.”

CONFERENCE PRESENTATIONS

USC Digital Platforms Conference, February 2024 (invited)

Northwestern CLBE Research Roundtable on Platform Dynamics, November 2023 (invited)

16th Annual UT Dallas FORMS Conference, Dallas, March 2022

15th Annual UT Dallas FORMS Conference, Dallas, February 2021 (discussant)

14th Annual UT Dallas FORMS Conference, Dallas, February 2020 (discussant)

41th ISMS Marketing Science Conference, June 2019

Marketing Dynamics Conference, June 2019

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 (both presenter and discussant)

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

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, 2017-2024 (*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

SERVICE

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, Production and Operations Management, Quantitative Marketing and Economics, 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 31st Annual Conference, 2021

Department and College Services

- MBA Faculty Advisory Committee, 2023
- Research Using Students (RUS) Coordinator, 2022, 2023
- Undergraduate Faculty Advisory Committee, 2022
- Promotion & Tenure Review Committee, 2022, 2023
- Faculty Recruiting Committee, 2013, 2021
- Undergraduate Marketing Research Committee (chair), 2018
- Seminar Series and Marketing Camp Organizer, 2015-2019
- Department Curriculum Committees, 2014, 2015
- Doctoral Advisor (Qi Xie, Seulmin Yang) – co-advise with George John
- Committee member on multiple doctoral students' preliminary and dissertation committees (Xiaolin Li, Shaojun Qin, Hyesung Yoo)
- Committee member for master's student in Statistics department, UMN, 2023

- Faculty supervisor for Undergraduate Honor Thesis, 2014, 2020, 2021, 2022, 2023
- Faculty reader for Undergraduate Honor Thesis, 2017, 2019

University Services

- Classroom Advisory Subcommittee, 2023

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