Xinlong Li

Email: Xinlong.li@ntu.edu.sg   TEL: +65 8229 2095

50 Nanyang Ave, block S3, B2C 88, Singapore 639798

https://sites.google.com/view/xinlong-li/home

ACADEMIC EMPLOYMENT

Nanyang Business School, Nanyang Technological University

Assistant Professor of Marketing   July. 2019 - Present

EDUCATION

Ph.D. Marketing, Rotman School of Management, University of Toronto, 2019

M.S. Statistics, Department of Statistics, University of Chicago, 2013

B.S. Statistics, Chu Kochen Honors College, Zhejiang University, 2011

RESEARCH INTERESTS

Structural Models, Machine Learning, Fintech, Digital Marketing, Network Effects

PUBLICATIONS

1. "How Does a Firm Learn in a Changing World: The Case of Prosper Marketplace," (with Andrew Ching), *Marketing Science*, Accepted.

2. "The Bright Side of Inequity Aversion," (with Xi Li), *Management Science*.

3. "Demographic and Indication-specific Characteristics Have Limited Association with Social Network Engagement: Evidence From Four Healthcare Support Groups," (with Trevor van Mierlo, Andrew Ching and Doug Hyatt), *Journal of Medical Internet Research*, vol.19 (2): e40, 2017.

WORKING PAPERS

1. "The Last Hurrah Effect: End-of-Period Temporal Landmarks Increase Optimism and Financial

Risk-Taking," (with Avni Shah, Revise & Resubmit at *Journal of Marketing Research*).

2. "The Gambler's and Hot-hand Fallacies in Peer-to-peer Lending," (with Xi Li, Reject & Resubmit at *Management Science*).

3. "The Bandwagon Effect: Can A Trophy Tame Internet Trolls?" (with Xinying Hao, Reject & Resubmit at *Journal of Marketing*).

4. "Goodbye My Friends and Goodbye My Career: Evidence from the Movie Industry," (with Andrew Ching, *Under Review at Journal of Marketing Research*).

5. "The Role of Augmented Reality in Promoting Eco Friendly Transportation Choices: The Case of Pokémon Go," (with Huachao Gao, Xin Wang and Praveen Kopalle).

6. "Getting Incentives Right for Service Employees: Evidence from a Gasoline Retail Chain," (with Steven Lu, Sridhar Moorthy and Mengze Shi)

WORK IN PROGRESS

1. "The Effects of Negative Media Exposure on Actresses: Evidence from the 2014 iCloud Leak," (With Jinghui Qian)

TEACHING EXPERIENCE

Teaching Interests

Marketing Analytics, Digital Marketing, Data Analysis, Econometrics, Statistics.

Instructor

1. Marketing Research (MSc Marketing Science, Nanyang Technological University) 2022-present

2. Market Intelligence (undergraduate, Nanyang Technological University) 2020-2022

INVITED WORKSHOPS

1. Panel Data and Causal Inference (Zhejiang University) June 2022

CONFERENCES

1. The Fifteenth Annual Federal Trade Commission Microeconomics Conference. Nov 2022

2. 2022 INFORMS Marketing Science Virtual Conference. June 2022

3. 19th Summer Institute in Competitive Strategy (SICS), June 2021

4. 19th ZEW Conference on the Economics of Information and Communication Technologies (Virtual). June 2021

5. 2021 INFORMS Marketing Science Virtual Conference. June 2021

6. 2021 International Industrial Organization Conference (Virtual). May 2021

7. 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Virtual). Dec 2020

8. NBER Summer Institute 2020 IT and Digitization Conference (Virtual). July 2020

9. Inaugural Science of Digital Business Development (SDBD) Conference (Virtual). June 2020

10. 13th Annual Bass FORMS Conference, Dallas, Feb 2019

11. Marketing Science, Philadelphia, June 2018

    "How Does a Firm Learn in a Changing World: The Case of Prosper Marketplace"

12. 7th Annual Empirical & Theoretical Symposium, Poster Presentation, Guelph. 2018

    "How Does a Firm Learn in a Changing World: The Case of Prosper Marketplace"

13. 6th Annual Empirical & Theoretical Symposium, Poster Presentation, Montreal, 2017

    "The Importance of Career Networking: Evidence from Movie Actors"

14. Marketing Science, Shanghai, June 2016

    "The Importance of Career Networking: Evidence from Movie Actors"

15. Machine Learning FinTech Conference II, Toronto, 2018.

16. National Bureau of Economic Research: Digitization Tutorial, San Francisco, 2018.

17. Rotman FinHub's Inaugural Conference on Financial Innovation Issues, Toronto, 2017

18. Marketing Science, Shanghai, June 2016

19. QME Conference, Evanston, 2016

20. Frontiers in the Economics of Organizations and Markets: Theory, Applications and Methods, Toronto, 2016

21. National Bureau of Economic Research: Digitization Tutorial, San Francisco, 2016.

22. Quantitative Marketing and Structural Econometrics Workshop, Evanston, 2015

23. BIG Ideas Doctoral Student Workshop; Harvard Business School, Harvard University, 2015

24. Quantitative Marketing and Structural Econometrics Workshop; Kellogg School of Management, Northwestern University, 2015

HONORS AND AWARDS

1. MOE Tier 1 Seed Funding Grant, 2020

2. Start-Up Grant, 2019

3. Fellow, ISMS Doctoral Consortium; Temple University, 2018

4. University of Toronto, School of Graduate Studies (SGS) Conference Grant, 2018

5. University of Toronto Fellowship, 2013-2017

6. Robert House Fellowship, 2013-2017

7. Fellow, ISMS Doctoral Consortium; Fudan University, 2016

8. Fellow, BIG Ideas Doctoral Student Workshop; Harvard Business School, Harvard University, 2015

9. Fellow, Quantitative Marketing and Structural Econometrics Workshop; Kellogg School of Management, Northwestern University, 2015

10. AIMIA Conference Travel Funds; Rotman School of Management, University of Toronto, 2014-2017

11. Outstanding Graduates of Zhejiang Province (1%), 2011.

12. National Scholarship, Awarded by China's Ministry of Education (1%), 2009

ACADEMIC SERVICE

1. Committee member of The Centre for Information Integrity and the Internet (IN-cube), Nanyang Technological University, 2022 - present

2. Ad-hoc Referee: Management Science

3. Reviewer of Research Grants Council (RGC) of Hong Kong (2021 - present)

4. 2023 AMA Winter Academic Conference Reviewing Committee