

BINGQING LI

Pamplin College of Business, Virginia Tech
880 W Campus Dr.
Blacksburg, VA 24061

bingqing@vt.edu
+1(519)777-7106
bingqingli.com

Education

| | |
|--|---------------------------|
| Pamplin College of Business at Virginia Tech Ph.D. Candidate, Marketing Committee: Shane Wang (Chair), Dipankar Chakravarti, Rajesh Bagchi, Matthew Thomson | 2023 – 2026 (Expected) |
| Ivey Business School at Western University Ph.D. Study, Marketing (Transferred with advisor Dr. Shane Wang) | 2021 – 2022 |
| Princeton University M.S., Electrical Engineering | 2014 – 2016 |
| Bryn Mawr College B.A. <i>summa cum laude</i> , Physics and Chemistry | 2010 – 2014 |

Research Domains

Methodological: Machine Learning, Multimodal Data, Econometrics, Experiments.
Substantive: Agentic AI, Digital Marketing, Emerging Technology, Data Privacy, Online Platforms.

Publications

Li, Bingqing, Edward Yuhang Lai, and Xin (Shane) Wang, “From Tools to Agents: Meta-Analytic Insights into Human Acceptance of Agentic AI.” Conditionally accepted at *Journal of Marketing*.

Li, Xi, **Bingqing Li**, and Zhilin Yang (2025), “The Dark Side of Voluntary Data Sharing.” *MIS Quarterly*, 49(1), 155–178. doi.org/10.25300/MISQ/2024/18829.

He, Jiaxiu, **Bingqing Li**, and Xin (Shane) Wang (2023), “Image Features and Demand in the Sharing Economy: A Study of Airbnb.” *International Journal of Research in Marketing*, 40(4), 760–780. doi.org/10.1016/j.ijresmar.2023.04.001.

Working Papers

Li, Bingqing, Dipankar Chakravarti, and Xin (Shane) Wang, “Brain-Computer Interfaces Enabled Marketing.” Revising for resubmission to *Journal of Marketing*.

Li, Bingqing, Qihong (Owen) Wei, and Xin (Shane) Wang, “Predicting Consumer Behaviors with Large Language Model (LLM)-Powered Digital Twins of Customers.” In preparation for submission to *Marketing Science*. (Expected submission date: May 2025)

Moore, Alexander K., **Li, Bingqing**, Matthew Thomson, and Xin (Shane) Wang, “Beyond Human Coders: LLM-Based Synthetic Psychometric Coders for Large Scale Content Databases in Consumer Behavior Research.” In preparation for submission to *Journal of Consumer Research*. (Expected submission date: June 2025)

Works in Progress

“The Use of Causal Conjoint in Meta-Analysis.”

“Embedded Attribute Conjoint Analysis.” With Shane Wang and Sherry Wang.

Selected Conference Proceedings & Presentations

Li, Bingqing, Edward Yuhang Lai, and Xin (Shane) Wang, “When Causal Conjoint Meets Meta-Analysis: Empirical Evidence of Drivers of Consumer Acceptance of AI.” presented at *2024 AMA Winter Academic Conference*, St. Pete Beach, FL.

Li, Bingqing, Raji Ghawi, and Jürgen Pfeffer (2022), “What We Talk about When We Talk about Earth on Earth Day?” in *Proceedings of ACM 23rd International Conference on Information Integration and Web Intelligence*, New York, NY. doi.org/10.1145/3487664.3487711.

Teaching Experience

| | |
|--|---|
| Instructor Advertising (MKTG 3504) | Fall 2024 <i>Marketing Department, Virginia Tech</i> |
| Teaching Assistant Interacting with Data (COS 424) | Spring 2016 <i>Computer Science Department, Princeton University</i> |
| Preceptor Introduction to Computer Science (COS 126) | Fall 2015 <i>Computer Science Department, Princeton University</i> |

Industrial Experience

| | |
|---|---|
| Digital Marketing and Management Trainee Infineon Technologies | 2017 – 2021 <i>Munich, Germany & Shanghai, China</i> |
| Quantitative Market Analyst and Founding Member Buyfund Internet Technology | 2016 – 2017 <i>Shanghai, China</i> |

Honors & Awards

| | |
|---|--|
| Sheth Doctoral Consortium Fellow | American Marketing Association 2025 |
| ISMS Doctoral Consortium Fellow | INFORMS Society for Marketing Science 2025 |
| PhD Research Development Grant (\$3,000) | Virginia Tech 2024 |
| Marketing Strategy Consortium Fellow | University of Georgia 2023 |
| Brock Scholarship (\$37,000) | Western University 2022 |
| Germany Scholarship (Deutschlandstipendium) (\$3,700) | Technische Universität München 2021 |
| SPOT Award for Extraordinary Employee (\$1,000) | Infineon Technologies 2019 |
| Gordon Wu Fellowship in Engineering (\$85,390) | Princeton University 2014 |
| Elizabeth S. Shippen Scholarship in Science (\$1,200) | Bryn Mawr College 2013 |
| Undergraduate Outstanding Presentation Award | American Physical Society 2013 |

Skills

Programming & software: R, Python, Matlab, Stata, Sawtooth, Java, Mathematica.
Language: Chinese (native), English (fluent), Japanese (proficient JLPT-N1), German (basic).

Relevant Coursework

| | | |
|---|----------------------|---------------|
| Marketing | | |
| Advanced Quantitative Research Methods in Business | Shane Wang | Virginia Tech |
| Marketing Management and Strategy | Dipankar Chakravarti | Virginia Tech |
| Judgement and Decision-Making Research in Marketing | Rajesh Bagchi | Virginia Tech |
| Seminar in Buyer Behavior Research | Frank May | Virginia Tech |
| Experimental Design | Matt Thomson | Western |
| Research Methods | Matt Thomson | Western |
| Theories of Marketing | Kersi Antia | Western |
| Multivariate Analysis | Lauren Cipriano | Western |
| Economics | | |
| Econometrics II | Roy Allen | Western |
| Advanced Methods in Applied Economics | David Rivers | Western |

Computer Science

Advanced Machine Learning

Interacting with Data (Introductory Machine Learning)

Information Retrieval, Discovery, and Delivery

Information Security

Ming Jin

Barbara Engelhardt

Andrea LaPaugh

Prateek Mittal

Virginia Tech

Princeton

Princeton

Princeton