

Xiaojie Li

University of Rochester
Simon Business School
Carol Simon Hall
Rochester, NY 14623

Email: xiaojie.li@simon.rochester.edu
Homepage: <https://xiaojieli.info>

Research Interests

- Digital Economy, Platforms
- Structural Econometrics, Causal Inference

Education

Simon Business School, University of Rochester, 2019 - Present

Ph.D., Quantitative Marketing

M.S., Business Research

Advisors: Profs. Paul B. Ellickson (Co-chair), Yufeng Huang (Co-chair)

The London School of Economics and Political Science, 2017 - 2018

MSc (with *Distinction*), Economics

Advisor: Prof. John Sutton

Boston College, 2013 - 2017

B.S., Mathematics

B.A., Economics (Honors)

Cum Laude

Advisor: Prof. Christopher F. Baum

Working Paper

- “The Neglected Visible Hand: The Role of Multi-Channel Networks on Influencer-Generated Content” (with Yulin Hao), Under Review

Work in Progress

- “Consumers as Free Labor: The Value of Incentivization in Mitigating Imbalanced Demand”, with Yufeng Huang and Takeaki Sunada

Presentations

- “The Neglected Visible Hand: The Role of Multi-Channel Networks on Influencer-Generated Content”
 - 2023: EARIE Annual Conference
- “Consumers as Free Labor: The Value of Incentivization in Mitigating Imbalanced Demand”
 - 2023: Marketing Science Conference

Honors and Awards

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2023
- ISMS Doctoral Consortium Fellow, 2023
- Graduate Fellowship, Simon Business School, University of Rochester, 2019 - Present
- Undergraduate Research Fellowship (x2), Boston College, Summer & Fall 2016
- Omicron Delta Epsilon

Research Experience

- Research Associate in Economics, School of Management and Economics, the Chinese University of Hong Kong - Shenzhen, 2018 - 2019
- Undergraduate Research Assistant to Prof. Julie Holland Mortimer, Department of Economics, Boston College, 2016 - 2017

Teaching Experience

- Simon Business School, University of Rochester
 - Lab Instructor
 - * GBA424 Analytics Design and Applications
 - Ratings: 4.59/5.00 (2020 Fall); 5.00/5.00 (2021 Summer); 4.81/5.00 (2021 Fall).
 - Teaching Assistant
 - * MKT436R/GBA436R Predictive and Causal Analytics (2021 Summer, 2022 Fall)
 - * MKT440 Pricing Analytics (2022 Spring, 2023 Spring)
 - * GBA412 Data Analytics (2022 Fall)
- School of Economics and Mathematics, the Chinese University of Hong Kong - Shenzhen
 - Teaching Assistant
 - * ECO3121 Introductory Econometrics (2018 Fall)
 - * MAT3010 Calculus for Economic Analysis II (2018 Fall)
 - * ECO3021 Intermediate Macroeconomics (2019 Spring)
 - * ECO4020 Advanced Macroeconomics (2019 Spring)
- The Conors Family Learning Center, Boston College
 - Tutor in Mathematics and Economics

Personal

- Programming: Julia, R, MATLAB, Python, Stata
- Language: English (Fluent), Mandarin (Native), Spanish (Beginner)
- Hobbies: Taekwondo (Black Belt- 3rd Dan), Running, Cooking

Last updated: February 27, 2024