

Xiaojie Li

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Research Interests

- Substantive: Platforms Economy, Digital Marketing, Influencer Marketing
- Methodological: Structural Models, Causal Inference

Employment

Carroll School of Management, Boston College

Assistant Professor of Marketing, Summer 2025

Education

Simon Business School, University of Rochester, 2019 - 2025

Ph.D., Quantitative Marketing

Committee: Profs. Paul B. Ellickson (Co-chair), Yufeng Huang (Co-chair), Mitchell J. Lovett, Takeaki Sunada

M.S., Business Research

The London School of Economics and Political Science, 2018

MSc (with *Distinction*), Economics

Extended Essay Supervisor: Prof. John Sutton

Boston College, 2017

B.S., Mathematics, B.A., Economics (Honors), *Cum Laude*

Honors Thesis Advisor: Prof. Christopher F. Baum

Working Paper

- “Data Preferences in Firm Learning: Evidence from an Online Auction Platform” (**Job Market Paper**)
- “Shaping the Influencers: The Role of Multi-Channel Networks”, with Yulin Hao
 - Revise and Resubmit at *Journal of Marketing Research*

Work in Progress

- “Consumers as Helping Hands: The Value of Incentives in Mitigating Demand Fluctuations under Capacity Constraints”, with Yufeng Huang and Takeaki Sunada
- “Optimal Design of Credit Card Discounts: Monetizing Discount Synergy Across Products”, with Bowen Luo and Ruiqi Wu
 - Data access through collaborating with Wharton AI & Analytics for Business (AIAB)
- “Bargaining in New Product Launch (tentative title)”, with Mitchell J. Lovett and Bowen Luo
 - Rochester IRB #00008505 (Exempted)
 - Awaiting data collection by the industry collaborator

Conference and Seminar Presentations (*: scheduled)

- “Data Preferences in Firm Learning: Evidence from an Online Auction Platform”
 - 2025: IIOC (Rising Star Session), China India Insights Program Conference*
 - 2024: Fordham University, Boston College, the Chinese University of Hong Kong - Shenzhen, Tongji University, Shanghai University of Finance and Economics, Shanghai Jiao Tong University, University of Hong Kong, University of New South Wales
- “Shaping the Influencers: The Role of Multi-Channel Networks”
 - 2025: Marketing Science Conference
 - 2023: EARIE Annual Conference
- “Consumers as Helping Hands: The Value of Incentives in Mitigating Demand Fluctuations under Capacity Constraints”
 - 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 - 2024
- Undergraduate Research Fellowship (x2), Boston College, Summer & Fall 2016
- Omicron Delta Epsilon (economics honors society)

Research Experience

- Research Associate in Economics, School of Management and Economics, the Chinese University of Hong Kong - Shenzhen, 2018 - 2019
- 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 Management and Economics, 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 Connors Family Learning Center, Boston College
 - Tutor in Mathematics and Economics

Services

- Organizer, Quant Marketing Student Reading Group at Simon Business School, University of Rochester, 2021 - 2023

Personal

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

Last updated: August 25, 2025