Nan Li

CONTACT INFORMATION	Room 2130, Tongji Building A, No. 1500 Siping Road Shanghai 200092, China nanli88@tongji.edu.cn nanlimarketing.github.io

ACADEMIC POSITION

Tongji University, School of Economics and Management

Assistant Professor of Marketing, 2019 - current

EDUCATION

University of Rochester, Rochester, NY

PhD, Marketing, 2013 - 2019

Southeast University, Nanjing, China

M.S., Economics, 2010 - 2013

Guangdong University of Foreign Studies, Guangzhou, China

B.A., English for Business, 2006 - 2010

PUBLICATION

- Avery Haviv, Yufeng Huang and Nan Li, "Intertemporal Demand Spillover Effects on Video Game Platforms", *Management Science*, 2020, 66(10):4788-4807.

- Yumei He, Xiangyang Zhang and Nan Li, 2012. "Literature Review on Proceedings of Foreign Studies on Digital Piracy", Modern Economic Inquiry, 12. (In Chinese)

WORKING PAPERS

- "Let's Play Fair - Purchase and Usage Effects of Influencer Marketing on YouTube", with Avery Haviv and Mitch Lovett, revise and resubmit invited at *Marketing Science*.

- "The Spillover Effects of Copycat Apps and App Platform Governance", with Avery Haviv and Jingcun Cao.

- "Platform Design and Competitive Price Targeting", with Ruiqi (Rachel) Wu (leading author) and Yufeng Huang.

WORK IN PROGRESS

- "Are Goal Achievements Effective in Driving Product Usage? Evidence from a Video Game Platform" with Honglin Deng.

- "Does Competition Result in Excessive Clickbaits in News?" with Yi Tang

PRESENTATIONS

"The Spillover Effects of Copycat Apps and App Platform Governance"
-Shanghai University of Finance and Economics, 2022
-Marketing Science Conference, Rochester (online), 2021
-SDBD conference, online, 2020

"Let's Play Fair - Purchase and Usage Effects of Influencer Marketing on YouTube"
-Marketing Dynamics Conference, Maryland, 2019
-Tongji University, 2019
-Shanghai University of Finance and Economics, 2019
-Xiamen University, 2019

"Intertemporal Demand Spillover Effects on Video Game Platforms"
  -Marketing Dynamics Conference, HKUST, 2017
  -Marketing Science Conference, Fudan, 2016

TEACHING EXPERIENCE	• Methods in Marketing Research (graduate), Spring 2020, Fall 2021 • Service Marketing (undergraduate), Fall 2022
GRANTS AND HONORS	• ISMS Doctoral Consortium Fellow, 2016 • Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015 • Doctoral Fellowship, Simon Business School, 2013-2018 • Merit Student, Guangdong University of Foreign Studies, 2010
LANGUAGES	Computer Programming: • R, MATLAB, Python, Stata, C, C++, CUDA C, BASH Script Human: • Mandarin (native), English (fluent), Japanese (basic)