

## Nan Li

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ACADEMIC POSITION	<b>Tongji University</b> , School of Economics and Management Assistant Professor of Marketing, 2019 - current	
EDUCATION	<b>University of Rochester</b> , Rochester, NY PhD, Marketing, 2013 - 2019 <b>Southeast University</b> , Nanjing, China M.S., Economics, 2010 - 2013 <b>Guangdong University of Foreign Studies</b> , Guangzhou, China B.A., English for Business, 2006 - 2010	
PUBLICATION	<ul style="list-style-type: none"><li>• Avery Haviv, Yufeng Huang and Nan Li, “Intertemporal Demand Spillover Effects on Video Game Platforms”, <i>Management Science</i>, 2020, 66(10):4788-4807.</li></ul>	
WORKING PAPERS	<ul style="list-style-type: none"><li>• “Let’s Play Fair - Purchase and Usage Effects of Influencer Marketing on YouTube”, with Avery Haviv and Mitch Lovett, revise and resubmit invited at <i>Marketing Science</i>.</li><li>• “The Spillover Effects of Copycat Apps and App Platform Governance”, with Avery Haviv and Jingcun Cao.</li><li>• “Platform Design and Competitive Price Targeting”, with Ruiqi (Rachel) Wu (leading author) and Yufeng Huang.</li></ul>	
WORK IN PROGRESS	<ul style="list-style-type: none"><li>• “Are Goal Achievements Effective in Driving Product Usage? Evidence from a Video Game Platform” with Honglin Deng.</li><li>• “Does Competition Result in Excessive Clickbaits in News?” with Yi Tang</li></ul>	
PRESENTATIONS	<p>“The Spillover Effects of Copycat Apps and App Platform Governance”</p> <ul style="list-style-type: none"><li>-Shanghai University of Finance and Economics, 2022</li><li>-Marketing Science Conference, Rochester (online), 2021</li><li>-SDBD conference, online, 2020</li></ul> <p>“Let’s Play Fair - Purchase and Usage Effects of Influencer Marketing on YouTube”</p> <ul style="list-style-type: none"><li>-Marketing Dynamics Conference, Maryland, 2019</li><li>-Tongji University, 2019</li><li>-Shanghai University of Finance and Economics, 2019</li><li>-Xiamen University, 2019</li></ul> <p>“Intertemporal Demand Spillover Effects on Video Game Platforms”</p> <ul style="list-style-type: none"><li>-Marketing Dynamics Conference, HKUST, 2017</li><li>-Marketing Science Conference, Fudan, 2016</li></ul>	

OTHER PUBLICATIONS	<ul style="list-style-type: none"> <li>• Yumei He, Xiangyang Zhang and Nan Li, 2012. “Literature Review on Proceedings of Foreign Studies on Digital Piracy”, Modern Economic Inquiry, 12. (In Chinese)</li> </ul>
TEACHING EXPERIENCE	<ul style="list-style-type: none"> <li>• Methods in Marketing Research (graduate), Spring 2020, Fall 2021</li> <li>• Service Marketing (undergraduate), Fall 2022</li> </ul>
GRANTS AND HONORS	<ul style="list-style-type: none"> <li>• ISMS Doctoral Consortium Fellow, 2016</li> <li>• Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015</li> <li>• Doctoral Fellowship, Simon Business School, 2013-2018</li> <li>• Merit Student, Guangdong University of Foreign Studies, 2010</li> </ul>
LANGUAGES	<p>Computer Programming:</p> <ul style="list-style-type: none"> <li>• R, MATLAB, Stata, C, C++, CUDA C, BASH Script, Python, JavaScript (basic)</li> </ul> <p>Human:</p> <ul style="list-style-type: none"> <li>• Mandarin (native), English (fluent), Japanese (basic)</li> </ul>