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Contact Information:

Department of Marketing, College of Business
City University of Hong Kong
83 Tat Chee Avenue, Kowloon, Hong Kong, China

Academic Position:

August 2017: Assistant Professor of Marketing, City University of Hong Kong

Education:

Ph.D. in Management, University of Toronto, 2017
M.Phil. in Operations Research, HKUST, 2013
B.E., Computer Science, Tsinghua University, 2011

Teaching and Research Fields:

Quantitative Marketing, Big Data

Teaching

Applied Marketing Research (master program), Marketing Models (PhD program),
Marketing Research (undergraduate)

Professional Activities

Referee for California Management Review, European Journal of Operational Research, International Transactions in Operations Research, Journal of Business Research, Journal of Systems Science & Systems Engineering, Management Science, Manufacturing & Service Operations Management, Marketing Science, Naval Research Logistics, Omega, Review of Industrial Organization

Published Papers:

(Theory) “Strategic Inventories under Supply Chain Competition,” (with Yanzhi Li and Ying-Ju Chen), *Manufacturing & Service Operations Management*, accepted.

(Empirical and Behavioral) “Expert Reviewers’ Restraint from Extremes and its Impact on Service Providers,” (with Peter Nguyen, Xin Wang and June Cotte), *Journal of Consumer Research*, accepted.

(Theory) “Contract Unobservability and Downstream Competition,” (with Qian Liu), *Manufacturing & Service Operations Management*, accepted.

(Theory) “Transparency of Behavior-Based Pricing,” (with Krista J. Li and Xin Wang), *Journal of Marketing Research*, 58(1): 78–99, 2020.

(Empirical) “Video Mining: Measuring Visual Information Using Automatic Methods,” (with Xin Wang and Mengze Shi), *International Journal of Research in Marketing*, 36(2): 216–231, 2019.

(Theory) “Managing Consumer Deliberations in a Decentralized Distribution Channel,” (with Yanzhi Li and Mengze Shi), *Marketing Science*, 38(1): 170–190, 2019.

(Theory) “Product and Pricing Decisions in Crowdfunding,” (with Ming Hu and Mengze Shi), *Marketing Science*, 34(3): 331–345, 2015.

Fellowships and Awards:

Finalist, Outstanding Research Award, City University of Hong Kong.

University of Toronto PhD Fellowship.

Chinese Government Award for Outstanding Self-financed Students Abroad.

Hong Kong Postgraduate Fellowship.

Outstanding Undergraduate Thesis, Tsinghua University, China.