

Xiaolin Li

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EDUCATION HISTORY

Ph.D. in Business Administration, Marketing, 2015
University of Minnesota, Carlson School of Business, Minneapolis, MN

M.A., Economics, 2009
Peking University, Beijing, China

B.S., Information Systems, 2006
Central University of Finance and Economics, Beijing, China

ACADEMIC POSITIONS

Assistant Professor of Marketing, 2019-Present
London School of Economics and Political Science, Department of Management, London, UK

Assistant Professor of Marketing, 2015-2019
University of Texas at Dallas, Naveen Jindal School of Management, Richardson, TX, US

RESEARCH INTERESTS

Quantitative Marketing, Structural Modeling

Interfirm Relationships (B2B), Sales Force, Procurement Auctions, Digital Marketing

PUBLICATIONS

- Madhu Viswannathan, Xiaolin Li, Om Narasimhan, and George John, “Is Cash King for Sales Compensation Plans? Evidence from a Large Scale Field Intervention”, *Journal of Marketing Research*, 2018, 55 (3), 368-81.
- Xiaolin Li, Chenxi Liao and Ying Xie, “Digital Piracy, Creative Productivity, and Customer Care Effort: Evidence from Digital Publishing Industry”, *Marketing Science*, forthcoming.
<https://pubsonline.informs.org/doi/abs/10.1287/mksc.2020.1275>
- Yajin Wang, Amna Kirmani, Xiaolin Li, “Residential Mobility Increases Donations towards Distant Beneficiaries”, *Journal of Consumer Research*, Editor’s Pick, 2021, 47 (6), 878-89.
- Xiaolin Li, Ozalp Ozer and Upender Subramanian, “Are We Strategically Naïve or Guided by Trust and Trustworthiness in Cheap Talk Communication?”, *Management Science*, forthcoming.
<https://pubsonline.informs.org/doi/abs/10.1287/mnsc.2020.3935>

PAPERS UNDER REVIEW

- Xiaolin Li, Clarice Zhao, and Mengze Shi, “Incentivizing Mass Creativity: An Empirical Study of Online Publishing Market”
(Under Review at *Marketing Science*)
- Xiaolin Li, Raghunath Rao, Om Narasimhan and Xing Gao, “Stay Positive or Go Negative? Memory Imperfections and Messaging Strategy”
(Revise and Resubmission at *International Journal of Research in Marketing*)
- Fereshteh Zihagh, Xiaolin Li, and Brian Ratchford, “Structural Embeddedness and Business Partner Selection: A Network Perspective”
(Revise and Resubmission at *Industrial Marketing Management*)

SELECTED WORKING PAPERS

- Xiaolin Li, Jingcun Cao, and Lingling Zhang, “When are Images Not Enough? A Machine-Learning Approach to Understand the Effect of Multimedia Stimuli”
- Xiaolin Li, Elisabeth Honka, and Pradeep Chintagunta, “Technology Adoption and Depression Diagnosis: Evidence from the Adoption of Multiple Technologies”
- Xiaolin Li, Om Narasimhan, and George John, “Ex-post Modifications in Procurement Auctions: Theory and Evidence”
- Xiaolin Li, Ranjan Banerjee, Om Narasimhan, and George John, “Understanding Incentive Pay for Upstream Sales Subunits: Theory and Evidence”
- Madhu Viswannathan, Xiaolin Li, Mingfeng Li and Qiang Gao, “Information, Adaptation Costs and Bidding Behavior in Online Labor Markets”

TEACHING EXPERIENCE

- Department of Management, LSE:
 - Marketing Analytics I (MSc Marketing), fall 2019, 2020
 - Principles of Marketing (Undergraduates), fall 2020
- Naveen Jindal School of Management, University of Texas at Dallas:
 - Principles of Marketing (Undergraduates), fall 2015, fall 2016, fall 2017, spring 2019
 - Marketing Research (Master), spring 2019, summer 2019
 - Empirical Structural Modeling in Marketing (PhD seminar), fall 2017
- Carlson School of Management, University of Minnesota:
 - Principles of Marketing (Undergraduates), spring 2012, spring 2013, spring 2015
 - Marketing Research (MBA), fall 2014