

# Xiaolin Li

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## EDUCATION HISTORY

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**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

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**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

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Quantitative Marketing, Structural Modeling

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

## PUBLICATIONS

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- 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*, 2021, 40 (4), 685-707.
- Yajin Wang, Amna Kirmani, Xiaolin Li, “Not Too Far to Help: Residential Mobility, Global Identity, and Donations to 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*, 2022, 68 (1),376-98.
- Xiaolin Li, Raghunath Rao, Om Narasimhan and Xing Gao, “Stay Positive or Go Negative? Memory Imperfections and Messaging Strategy”, *International Journal of Research in Marketing*, forthcoming.

### **PAPERS UNDER REVIEW**

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- Xiaolin Li, Jingcun Cao, and Lingling Zhang, “Is Relevancy Everything? A Deep Learning Approach to Understand the Coupling of Image and Text” (Invited for Revise and Resubmission at *Management Science*)

### **SELECTED WORKING PAPERS**

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- Xiaolin Li, Clarice Zhao, and Mengze Shi, “Incentivizing Mass Creativity: An Empirical Study of Online Publishing Market” (Preparing for submitting to *Management Science*)
- 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”
- Fereshteh Zihagh, Xiaolin Li, and Brian Ratchford, “Structural Embeddedness and Business Partner Selection: A Network Perspective

### **SELECTED RESEARCH PROJECTS IN PROGRESS**

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- Xiaolin Li, Pavel Kireyev, and Adithya Venkateswaran, “How do Collectors Collect? Evidence from an NFT Marketplace”
- Madhu Viswannathan, Xiaolin Li, Mingfeng Li and Qiang Gao, “Information, Adaptation Costs and Bidding Behavior in Online Labor Markets”
- Xiaolin Li and Lingling Zhang, “Privacy Concerns vs Benefits: The Effect of Firms’ Privacy Protection Policy on Consumer Attitudes and Disclosure Behaviour”
- Ceylin Ertekin, Xiaolin Li and Nicolette Sullivan, “The Effects of Branded Product Images on Consumer Perception”

## **TEACHING EXPERIENCE**

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- Department of Management, LSE:
  - Digital Marketing (MG4F3, MSc Marketing), LT 2022
  - Marketing Analytics I (MG4E9, MSc Marketing), MT 2019, 2020, 2021
  - Principles of Marketing (MG212, Undergraduates), MT 2020, ST 2021
  - Marketing II: Consumer Behaviour and Quantitative Modelling (MG520, PhD Marketing), MT 2021
- 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