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LINLI XU

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POSITIONS

Assistant Professor, Carlson School of Management 07/2012-present
University of Minnesota

EDUCATION

Marshall School of Business, University of Southern California
Ph.D. in Marketing, 2012
McGill University, Canada
M.Sc. in Agricultural Economics (coursework), 2005
University of British Columbia, Canada
M.A. in Economics, 2004
Jilin University, China
B.A. in Economics, 2002

PUBLICATIONS

"Price Advertising by Multiple Channel Members," with K. C. Wilbur, S. Siddarth and J. M. Silva-Risso, *Management Science*, forthcoming.

"Correcting Audience Externalities in Television Advertising," with K. C. Wilbur and D. Kempe (2013), *Marketing Science*, 32(6): 892-912.

PAPER UNDER REVIEW

"Predicting Incumbents' Product Quality Reactions to New Entry," with K. C. Wilbur (revision requested by *Journal of Marketing Research*)

CONFERENCE PRESENTATIONS AND INVITED TALKS

2012 – University of Minnesota

2011 – Dartmouth College
Michigan State University
University of Georgia
University of Minnesota
University of Pittsburgh
Frank M. Bass UTD-FORMS Conference

2010 – UTD-Frontiers of Research in Marketing (UTD-FORMS) Conference

2009 – Marketing Dynamic Conference
Fuqua School of Business, Duke University

2008 – INFORMS Marketing Science Conference

TEACHING EXPERIENCE

University of Minnesota
- Instructor, Marketing Research, Spring 2014
- Instructor, Marketing Research, Spring 2013

University of Southern California
- Instructor, Marketing Fundamentals, Summer 2010
  Instructor Rating: 4.33/5
- Teaching Assistant, Marketing Management (MBA core), Spring 2010

McGill University
- Teaching Assistant, Society and Environment, Fall 2005
- Teaching Assistant, Entrepreneurial Leadership, Fall 2004

University of British Columbia
- Teaching Assistant, Empirical Economics, Summer 2004

TEACHING INTERESTS

Principles of Marketing, Marketing Management, Marketing Research, Advertising Strategy, Market Demand and Sales Forecasting

HONORS AND AWARDS

Doctoral Student Excellence in Teaching Award, USC-Marshall, 2011
AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University, 2011
James S. Ford/Commerce Associates PhD Fellowship, USC-Marshall, 2010
Summer Institute in Competitive Strategy (SICS) travel grant, UC Berkeley, 2010
Participant – Institute on Computational Economics, University of Chicago, 2009
INFORMS Marketing Science Conference Doctoral Consortium Fellow, 2008
Jeffry Abbott Memorial Scholarship Award, USC-Marshall, 2008
Marshall School of Business Graduate Assistantship, 2007-2012
University Scholarship, McGill University, 2004-2005
International Tuition Scholarship, University of British Columbia, 2003-2004
Academic Excellence Scholarship, Jilin University, 1998-2001
Hua Wei Scholarship, Jilin University, 1998-1999
Dong Rong Scholarship, Jilin University, 1999-2001
Outstanding Student Social Leader Award, Jilin University, 1999, 2001