
<https://tiny.cc/mktchen>

xinchen@smu.edu.sg; +1 (612) 564-9325

Academic Positions

Assistant Professor of Marketing
Lee Kong Chian School of Business, Singapore Management University

Jan 2021 - present

Education

University of California, Berkeley *Ph.D. in Business Administration, Marketing* 07/2014-05/2020
University of Pennsylvania (Philadelphia, PA) *Benjamin Franklin Ph.D. Fellow* 08/2013-05/2014
Carleton College (Northfield, MN) **Magna Cum Laude** *B.A. in Mathematics* 09/2009-06/2013

Research Interests

Substantive: Social Media Marketing, Digital Marketing, E-commerce
Methodological: Field Experimentation, Applied Machine Learning

Research in Progress

“Social Promotional Strategies and Consumer Choice: Evidence from an Online Field Experiment”

- Invited presentations: Cornell University, John’s Hopkins University, Santa Clara University, Singapore Management University, Stanford University, University of California Berkeley (Haas School of Business and Department of Economics), University of Cambridge, University of Stavanger, University of Texas Dallas, University of Toronto, SCECR 2020 conference

“Designing Personalized Social Promotions” (with Yunhao Huang and Matthew Osborne)

“Social Promotions and Customer Value” (with Yunhao Huang and Matthew Osborne)

“Peer Effects and Cultural Heterogeneity” (with Yunhao Huang)

“Bundle Premiums: Evidence from Taobao” (with Zachary Zhong)

“Real or Fake: Managing User Authenticity in Ad Auctions” (with Zsolt Katona and Yi Zhu)

Selected Awards and Grants

Berkeley-Haas Institute for Business Innovation Claire Goedinghaus Grant, 2020

Berkeley-Haas Fisher Center for Business Analytics Research Grants (×2), 2018-2019

Berkeley Graduate Fellowship (full Ph.D. tuition, stipend and travel support), 2014-2019

INFORMS Marketing Science Doctoral Consortium Fellow, 2018

Benjamin Franklin Math Doctoral Fellowship (full Ph.D. tuition, stipend and travel support), 2013-2014

Carleton College Wharton Scholarship (for distinctive students), 2009-2013

Selected Teaching Experiences

UC Berkeley, Haas School of Business (California, CA)

Undergraduate Research Apprentice Program, Mentor	Fall 2015-present
Marketing Analytics (EW MBA/MBA Elective), Reader	Spring 2017
Marketing for Entrepreneurs, Berkeley Business Academy for Youth, Instructor	Summer 2017

Professional Experiences

eBay Inc.	Marketing and Economics Team Research Scientist	06-08/2015
Walmart Labs	Search Team Data Scientist	06-08/2016

Publication

Chen, Xin (2011), "A $q = -1$ Phenomenon for Pattern-Avoiding Permutations," *Rose-Hulman Undergraduate Mathematics Journal*: Vol. 12 : Iss. 2 , Article 2.

Professional Services

Referee
Review of Economics and Statistics, Management Science