

Linyi Li

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Updated October 2022

ACADEMIC APPOINTMENT

Singapore Management University, Lee Kong Chian School of Business

Assistant Professor of Marketing

January 2021 –

EDUCATION

Ph.D., Business Administration (Marketing)

May 2020

University of Utah, David Eccles School of Business

M.S., Business and Management: Information Systems

May 2014

University of Maryland, R.H.Smith School of Business

B.S., Economics (Finance)

June 2012

Southwestern University of Finance and Economics, School of Finance

RESEARCH INTERESTS

Substantive: Advertising, Social Media, Social Influence, Online Reviews, Consumer Search, Sustainability, Firms and Society, Consumer Finance, Privacy, Regulation

Methodological: Bayesian Methods, Causal Inference, Field Experiment, Structural Equations

PUBLICATION

Linyi Li, Shyam Gopinath, and Stephen J. Carson. "[History Matters: The Impact of Online Customer Reviews Across Product Generations.](#)" *Management Science* 68, no. 5 (2022): 3878-3903.

PAPERS IN THE REVIEW PROCESS

- (Omitted)

SELECTED WORKING PAPERS & WORK IN PROGRESS

An Empirical Study of Consumers' Cross-Category Search and Purchase Behavior
(2022), with Junhong Chu, Shaoxuan Liu, Rowan Wang
Singapore Minister of Education Tier 1 Research Grant, S\$ 33,000 (~ USD\$ 23,700)
Presentation: 12th Annual China India Insights Conference, Oct 2022, USC Marshall School of Business

Despite growing literature on consumer search behavior, most extant literature confines consumer search behavior to a single product category. In this study, we study consumers' search behavior in multiple product categories and investigate how their search behavior in one category might influence their search behavior in another. We use a dataset from a large Chinese online travel agency to empirically investigate this question. We randomly selected 200,000 users and obtained their complete search histories in the two most significant product categories: hotel and flights, and their order and cancellation information for about a year. During the observation period, more than 100,000 users searched hotels, more than 70,000 users searched flights, and more than 50,000 users searched both. This study aims 1) to better understand consumer search behavior, 2) to explore the cross-category differences and similarities in the same consumer's search behavior, and 3) to study how the different search behaviors affect their subsequent purchases and repeated purchases.

Promoting Sustainable Lifestyle: A Field Experiment on Recycling, 2022

Many consumers lack actual actions despite a high willingness to adapt to a more sustainable lifestyle. This research seeks to shed light on how to encourage customers to recycle more and how to help them adapt to a more sustainable lifestyle. Three primary areas for exploration are social effects, monetary incentives, and knowledge level.

We partnered with a garbage recycling company in China and are planning a series of field experiments to answer the above research questions. The company has close to one million users and a dedicated app with which users can order door-to-door garbage pickup service. It has also recently built recycling stations that accept customer drop-offs, and the app also tracks them. In addition, the company gives a small compensation to users based on the weight of recyclable garbage. The business model allows us to investigate how social effect (ranking among neighbors, friends, etc.), monetary incentives (various compensation standards), and knowledge level affect their recycling behavior.

TEACHING

Instructor:

SMU:	MKTG 101: Marketing	
	Instructor Evaluation: 6.4/7 (3 Sections)	Spring, 2022
	Instructor Evaluation: 6.1/7 (3 Sections)	Spring, 2021
	<i>(2021 Average Instructor Evaluation for MKTG 101: 5.8/7)</i>	
	MKTG 730: Ph.D. Pro-Seminar in Marketing	Fall, 2021
Utah:	MKTG 3010: Principles of Marketing	
	Instructor Evaluation: 5.6/6	Spring, 2017

Teaching Assistant:

Maryland:	Computer Simulation (Master's/MBA)	Spring, 2014
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AWARDS, HONORS, GRANTS & RECOGNITIONS

Lee Kong Chian School of Business Dean's Teaching Honour List	2021-2022
Singapore Minister of Education Tier 1 Research Grant (S\$ 33,000)	2021
Third Place, CSAMSE Practice Award	2021
Lee Kong Chian School of Business Retail Scholar	2021
AMA-Sheth Foundation Doctoral Consortium Fellow	2018
David Eccles School of Business Doctoral Student Teaching Excellence Award	2018
David Eccles School of Business Doctoral Scholarship	2014-2019