

Linyi Li

50 Stamford Road, #05-01, Singapore 178899
linyli@smu.edu.sg

Updated October 2022

ACADEMIC APPOINTMENT

Singapore Management University, Lee Kong Chian School of Business
Assistant Professor of Marketing 2021 – Now

EDUCATION

Ph.D., Business Administration (Marketing) University of Utah	2020
M.S., Business and Management: Information Systems University of Maryland	2014
B.S., Economics (Finance) Southwestern University of Finance and Economics	2012

RESEARCH INTERESTS

Substantive: Digital Marketing, Online Reviews, Travel & Tourism, Advertising, Sustainability, Social Media
Methodological: Bayesian Methods, Causal Inference, Field Experiment

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.

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
-----------	------------------------------------	--------------

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