

Last update: August 2025

XIAN GU

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EMPLOYMENT

Indiana University, Kelley School of Business Assistant Professor of Marketing	July 2019 – current
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EDUCATION

Ph.D. in Marketing University of Maryland, College Park, MD	May 2019
M.A. Economics Stony Brook University, Stony Brook, NY	May 2014
Bachelor of Economics Peking University, Beijing, China	June 2012

RESEARCH INTERESTS

Substantive: Digital Marketing (live streaming, influencer marketing, freemium, mobile marketing), Market Competition

Methodological: Causal Inference, Econometric Models, Machine Learning, Field Experiment, Bayesian Models

JOURNAL PUBLICATION (*Doctoral student at time of publication)

1. **Gu, Xian**, Jingcun Cao, and Yulin Fang (2025), "Review Manipulation and Filtering on Digital Platforms," *Accept, Information Systems Research*
2. **Gu, Xian**, Juan Bu, and Krista Li (2025), "Old But Gold? Product Design Innovation and the Value of Used Products in Secondhand Markets," *Forthcoming, Production and Operations Management*
3. **Gu, Xian** and P. K. Kannan (2025), "Identifying Competitors in Geographical Markets using the CSIS Method," *Journal of Marketing Research*, 62 (4), 684-702.
4. **Gu, Xian**, Xiaoxi Zhang*, and P. K. Kannan (2024), "Influencer Mix Strategies in Livestream Commerce: Impact on Product Sales," *Journal of Marketing*, 88 (4), 64-83.
 - 2023 Kelley School of Business Research Award
 - Invited for Research Insights Series with the AMA's Innovation, Technology, and

Interactivity SIG (Newsletter, February 2025 Issue 2)

- Invited for The Power of Micro-Influencers Workshop by the University of Pittsburgh's Center for Branding
 - Invited for 2023 IBA Faculty Research Spotlight Series and featured in IBA OnAnalytics magazine (Fall 2024)
5. **Gu, Xian** and P. K. Kannan (2021), "The Dark Side of Mobile App Adoption: Examining the Impact on Customers' Multichannel Purchase," *Journal of Marketing Research*, 58 (2), 246-264.
 - 2022 Donald R. Lehmann Award
 6. **Gu, Xian***, P. K. Kannan, and Liye Ma (2018), "Selling the Premium in Freemium," *Journal of Marketing*, 82 (6), 10-27 (lead article).
 - 2019 Donald R. Lehmann Award, Runner up
 - 2018 Marketing Science Institute/H. Paul Root Award, Finalist
 - Invited for [webinar](#) by Editor-in-Chief of Journal of Marketing
 7. Keyser, Arne De, Yakov Bart, **Xian Gu**, Stephanie Q. Liu, Stacey G. Robinson, and P. K. Kannan (2021), "Opportunities and Challenges of Using Biometrics for Business: Developing a Research Agenda," *Journal of Business Research*, 136, 52-62.

MANUSCRIPTS UNDER REVIEW AND SELECTED RESEARCH IN PROGRESS (*Doctoral student)

1. Li, Krista, Jianqiang Zhang, and **Xian Gu**, "Live Stream Selling and Pay-What-You-Want Tips," *Under 2nd-Round Review*, *Management Science*
2. Xiaoxi Zhang, **Xian Gu**, and Lin Lei*, "Beyond Monetization: Heterogeneous Effects of Open Access as a Freemium Strategy for Public Good," *Invited for 2nd-Round Review*, *Journal of Marketing Research*
3. "Product Mix Strategies in Influencer Marketing," with Sheng Liu and Yiwei Li
4. "The Role of Influencer Marketing in Customer Journey," with Xiaoxi Zhang and Maximilian Beichert
5. "The Dynamics of Influencer Marketing Strategies," with Phillip Kim and Maximilian Peter Matthe

BOOK CHAPTERS AND OTHER PUBLICATIONS

1. **Gu, Xian**, Xiaoxi Zhang, and P. K. Kannan (2025), "Optimizing Influencer Mix Strategies for Livestream Commerce: Insights from China", *NIM Marketing Intelligence Review*, 17 (1), 36-41.
2. Beichert, Maximilian, Xiaoxi Zhang, Andreas Bayerl, Jacob Goldenberg, **Xian Gu**, P. K. Kannan, and Andreas Lanz (2024), "The Surprising ROI of Small Online Influencers," *MIT*

Sloan Management Review.

3. Kannan, P. K., **Xian Gu** and Hongshuang (Alice) Li (2023), "Selecting and Optimizing the Freemium Sales Model," *Impact at JMR*.
4. **Gu, Xian**, P. K. Kannan and Liye Ma (2019), "How Companies Can Get the Most Out of a Freemium Business Model," *Harvard Business Review*.
5. Kannan, P. K., and **Xian Gu** (2019), "Customer Centricity and the Impact of Technology," in Robert W. Palmatier, Christine Moorman, and Ju-Yeon Lee, eds., *Handbook on Customer Centricity*, Edward Elgar Publishing: Massachusetts, 300-316.

TEACHING

1. Digital Marketing (undergraduate), Kelley School of Business, Indiana University
 - Instructor, Spring 2022-2025/Fall and Spring 2020
 - 2025 IU Trustee Teaching Award
2. Social Media in Marketing (Ph.D.), Kelley School of Business, Indiana University
 - Instructor (one session), Fall 2021
3. Marketing Research Methods (undergraduate), Robert H. Smith School of Business, University of Maryland
 - Instructor, Spring 2017 and 2019

CONFERENCE PRESENTATIONS AND INVITED TALKS

2025 Tianfu Marketing Forum at Southwestern University of Finance and Economics, Chengdu, China
2025 The Shanghai University of Finance and Economics, Shanghai, China
2025 Tongji University, Shanghai, China
2025 The University of Hong Kong, Hong Kong, China
2025 Hong Kong University of Science and Technology, Hong Kong, China
2024 Research Insights Series with the AMA's Innovation, Technology, and Interactivity SIG, online
2024 Marketing Dynamics Conference, Santorini Island, Greece
2024 The Power of Micro-Influencers Workshop by the University of Pittsburgh's Center for Branding, online
2024 IBA Faculty Research Spotlight Series, Bloomington, IN
2024 AMA Winter Academic Conference, St. Pete Beach, FL
2023 Shanghai Jiao Tong University, Shanghai, China
2023 Fudan University, Shanghai, China
2023 ISMS Marketing Science Conference, Miami, FL
2023 AMA Winter Academic Conference, Nashville, TN
2022 ISMS Marketing Science Conference, Chicago, IL

2022 AMA Winter Academic Conference, Las Vegas, NV
2020 ISMS Marketing Science Conference, Durham, NC
2019 Marketing Dynamics Conference, College Park, MD
2018 ISMS Marketing Science Conference, Philadelphia, PA
2018 Haring Symposium, Bloomington, IN
2017 Marketing Dynamics Conference, Hong Kong, China
2017 ISMS Marketing Science Conference, Los Angeles, CA
2017 Robert Mittelstaedt Doctoral Symposium, Lincoln, NE
2017 AMA Winter Academic Conference, Orlando, FL
2016 ISMS Marketing Science Conference, Shanghai, China
2015 Advanced Research Techniques (ART) Forum, San Diego, CA

HONORS AND AWARDS

2025 IU Trustee Teaching Award
2023 Kelley School of Business Research Award
2023 ISMS Early Career Scholars Camp Fellow
2022 Donald R. Lehmann Award
2019 Donald R. Lehmann Award (Runner Up)
2019 AMS Mary Kay Dissertation Proposal Award (Finalist)
2018 Marketing Science Institute/H. Paul Root Award (Finalist)
2018 AMA Sheth Doctoral Consortium Fellow
2018 Haring Symposium Fellow
2017 Shankar-Spiegel Best Dissertation Proposal Award
2017 Robert Mittelstaedt Doctoral Symposium Fellow
2016 INFORMS Marketing Science Doctoral Consortium Fellow

SERVICE

Doctoral Dissertation/Examination Committee:

Ningning Guo (Indiana University)
Philip Kim (Indiana University)
Sohum Mehrotra (Indiana University)
Aman Soni (University of Pittsburgh)
Joanna Li (Indiana University)

Editorial Review Board Member:

Journal of Interactive Marketing (2024-)
Journal of Retailing (2022-)

Ad-hoc Reviewer for Journals:

Journal of Marketing, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Information System Research*, *Production and Operations Management*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Interactive Marketing*, *Journal of Retailing*, *Service Science*

Reviewer for Others:

John A. Howard/AMA Doctoral Dissertation Award

Shankar-Spiegel Best Dissertation Proposal Competition