

MENG JI

Indiana University
Kelley School of Business
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EDUCATION

May 2025 (Expected)	Ph.D., Marketing (Quant) Kelley School of Business, Indiana University, Bloomington, IN
2020	M.Phil., Economics Chinese University of Hong Kong, Hong Kong SAR
2018	M.S., Economics Hong Kong University of Science and Technology, Hong Kong SAR
2015	B.S., Economics Zhejiang University, Hangzhou, China

RESEARCH INTERESTS

Substantive: Digital Marketing, Online Retailing, Online Word-of-Mouth, User-Generated Content, Artificial Intelligence

Methodological: Causal Inference, Machine Learning, Structural Modeling

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Meng Ji, Jingcun Cao, Shyam Gopinath and Shibo Li, “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior”

- *Reject & Resubmit at Production and Operations Management*
- *Dissertation Essay 1*

Yazdani Elham, **Meng Ji** and Shyam Gopinath, “Expertise and Identity Cues: The Dynamic Impact of Different Online WOM Sender Types on Product Demand”

- *Revising for 2nd Round Review at Production and Operations Management*

SELECTED WORKS IN PROGRESS

“Impact of Generative AI Disclosure Policy on Influencer Behavior and Consumer Engagement” with Shibo Li and Amy Ding (Data analysis in progress)

- *Manuscript under Preparation for Journal of Marketing Research*
- *Dissertation Essay 2*

“User Generated Content and Entertainment Product Design, Evidence from Live Comments and TV Shows” with Shyam Gopinath and Pradeep Chintagunta (Data analysis in progress)
- *Target at Marketing Science*

HONORS & AWARDS

Devault Fellowship (\$10,000), Indiana University, 2024
(Awarded to one doctoral student in marketing department who made excellent progress on research)
Haring Symposium Fellow, Indiana University Bloomington, 2024
ISMS Marketing Science Doctoral Consortium Fellow, University of Miami, 2023
Doctoral Fellowship, Indiana University, 2020-2025
Dean’s Fellowship, Indiana University, 2020
Postgraduate Studentship, Chinese University of Hong Kong, 2018-2020
MSc Research Preparation Scholarship, Hong Kong University of Science and Technology, 2017
Second Prize in Sixth E-commerce Competition of Zhejiang University, 2014

CONFERENCE PRESENTATIONS

*Denotes presenter

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (April 2024), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” Haring Symposium, Indiana University

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (June 2023), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” INFORMS Marketing Science Conference, Miami

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (February 2023), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” AMA Winter Marketing Academic Conference, Nashville

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (November 2023), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” Marketing Dynamics Conference, Georgia State University

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (June 2022), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” INFORMS Marketing Science Conference, Virtually hosted by University of Chicago

***Ji, Meng**, Jingcun Cao, Shyam Gopinath and Shibo Li (June 2021), “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior,” INFORMS Marketing Science Conference, Virtually hosted by University of Rochester

SERVICE

Ad-hoc Reviewer, Winter AMA 2023 Conference

SELECTED COURSEWORK

Marketing

Marketing Models I & II	Shibo Li
Special Topics in Marketing – Online WOM	Shyam Gopinath
Special Topics in Marketing - Modelling of Consumer & Firm Decisions	Koray Cosguner
Special Topics in Marketing - Diversity, Equity, and Inclusion	Beth Fossen
Managerial Research in Marketing I	Girish Mallapragada
Managerial Research in Marketing II	Neil Morgan
Research Methods in Marketing	Neil Morgan
Research Methods in Marketing II	Lopo rego
Special Topics in Marketing	Rom Schrifft
Consumer Behavior I & II	Shanker Krishnan

Methods

Statistics for Research I	Christopher Berry
Statistics for Research II	Lopo Rego
Advanced Statistics in Psychology	John Kruschke
Machine Learning	Roni Khardon
Applied Machine Learning	Donald Williamson
Econometric Methods in Business I	R. Andrew Butters
Econometric Methods in Business II	Boyoung Seo
Information Economics	Marilyn Pease
Game Theory	Marilyn Pease

TEACHING EXPERIENCE

Instructor

Introduction to Marketing, Indiana University (Spring 2023)
Introduction to Marketing, Indiana University (Fall 2023)

Teaching Assistant

Perspectives in Economics, CUHK (Fall 2019)

INDUSTRY EXPERIENCE

State Street Technology (Zhejiang) Co.,Ltd.

Fund Accountant (Aug 2015-Aug 2016)

SKILLS

R, STATA, Python

REFERENCES

Shibo Li (Co-Advisor)
John R. Gibbs Professor of Marketing
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Shyam Gopinath (Co-Advisor)
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Tippie College of Business
University of Iowa
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Krista J. Li
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PAPER ABSTRACTS

(1) **Meng Ji**, Jingcun Cao, Shyam Gopinath and Shibo Li, “Dynamics of Spatial Proximity Effect and Consumer Online Shopping Behavior”

- *Reject & Resubmit at Production and Operations Management*
- *Dissertation Essay I*

In this paper, we investigate how spatial proximity can affect consumers’ purchase behaviors and how an ecommerce platform can leverage this effect to increase sales. Spatial proximity, defined as geographic closeness of consumers, plays a significant role in their purchase behavior. However, existing literature mainly focuses on its effect on new product adoption while largely ignoring other consumer decisions, such as purchase quantity and inter-purchase time, which are equally critical for online retail operations. Further, the impact of consumer spatial proximity on supply-side marketing strategies, as well as its dynamics and heterogeneous impact, remains understudied. Based on social identity theory, this study examines these issues using a unique dataset from a leading ecommerce platform in Hong Kong. The results indicate that consumer-to-consumer (C-C) spatial proximity has a significant impact on consumer online purchases (when and how much to buy) and the platform’s marketing strategies (price and promotion), and that such effects can change over time. Further, significant heterogeneity exists across consumers and product categories with different levels of social identity. The findings suggest that the focal platform can increase its annual revenue by more than \$5,218,541 (an increase of 6.37%) by using C-C spatial proximity-based price and promotion strategies for one category (personal care and health) alone. Consequently, this study provides important theoretical and managerial implications for marketing researchers and practitioners in online retail operations.

(2) Yazdani Elham, **Meng Ji**, and Shyam Gopinath, “Expertise and Identity Cues: The Dynamic Impact of Different Online WOM Sender Types on Product Demand”

- *Revising for 2nd Round Review at Production and Operations Management*

This study employs a Multivariate Dynamic Linear Modeling (DLM) approach to dissect how online reviews and critics distinguished by demographic factors like gender and ethnicity influence product demand dynamics over time. Analyzing data from two distinct categories—movies (hedonic) and cameras (utilitarian)—this research unveils the intricate roles of message source expertise and demographics in shaping consumer demand. There are several key findings. First, we find that both review and critic valences significantly boost demand, albeit with nuanced, time-sensitive effects that vary by product type. Critic valence exhibits enduring positive influence, contrasting with the transient impact of review valence in the movie sector. Second, our findings challenge conventional gender stereotypes; showing that the percentage of women reviewers and women critics have a positive impact on the product demand and the effect gets stronger over time for reviews written by women. However, we identify a concerning trend: reviews from minority groups depress sales figures, a bias somewhat alleviated when minority voices belong to expert critics. This points to the mitigating power of perceived expertise against racial biases since it provides a clue of competence. In addition, the interaction effect between reviewer demographics and review valence shows that the percentage of posts by women and minority group would strengthen the impact of valence on product sales except for the nonwhite reviewers. The findings

related to the demographics stay consistent for both movie and camera category. Finally, our research provides important managerial and practical implications when it comes to recognizing the most influential strata of the reviewers or critics.

(3) **Meng Ji**, Shibo Li, and Amy Ding, “Impact of Generative AI Disclosure Policy on Influencer Behavior and Consumer Engagement”

- *Manuscript under Preparation for Journal of Marketing Research*
- *Dissertation Essay 2*

As a disruptive innovation, the emergence of generative AI has dramatically changed the way users generate their content, which can have significant impact on users, audiences as well as the general environment of the social media platforms. However, existing literature has not thoroughly investigated the impact of GenAI disclosure on social media platforms. In this paper, we explore the impact of generative AI (GenAI) disclosure policy. In our research, we leverage TikTok’s official announcement of a function of labeling AI-generated content on the platform and use a difference-in-difference (DID) approach to examine the impact of this policy. More specifically, we investigate 1) what’s the impact of the AI policy on supply side influencer strategy of whether to apply the GenAI in their posts, the content quantity, the content quality as well as the content variety; 2) what’s the impact of the AI policy on demand side consumer engagement in terms of volume of comments and valence of comments; 3) what are the dynamic impact of the policy over time; 4) how would influencer status and content category moderate this impact.