

## Krista J. Li

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Department of Marketing  
Kelley School of Business  
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### EMPLOYMENT

Associate Professor of Marketing, Indiana University, July 2021 - Current  
Weimer Faculty Fellow, Indiana University, June 2020 - Current  
Assistant Professor of Marketing, Indiana University, July 2016 - June 2021  
Manager of Analytical Consulting, Symphony Marketing Solutions (IRI), 2006-2011.  
Senior Statistician, Revonet Inc, 2005-2006.

### EDUCATION

Ph.D. Marketing, Texas A&M University, 2011-2016.  
M.A., International Relations & Economics, Yale University, 2002-2004.  
B.B.A., Marketing, Lingnan University, Hong Kong, 1999-2002.

### RESEARCH INTERESTS

Substantive: Behavior-Based Targeting, Product Design, Behavioral and Psychological Factors, Marketing-OM Interface.  
Methods: Game Theory, Empirical Modeling.

### PUBLICATIONS

1. **Li, Krista J.** and Sanjay Jain (2016),  
“Behavior-Based Pricing: An Analysis of the Impact of Peer-Induced Fairness,”  
*Management Science*, 62(9), 2705-2721.
2. Liu, Yan, **Krista J. Li**, Haipeng Chen, and Subramanian Balachander (2017),  
“The Effects of a Product’s Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency,”  
*Journal of Marketing*, 81(1), 83-102.
3. Jain, Sanjay and **Krista J. Li** (2018),  
“Pricing and Product Design for Vice Goods: A Strategic Analysis,”  
*Marketing Science*, 37(4), 592-610.
4. **Li, Krista J.** (2018),  
“Behavior-Based Pricing in Marketing Channels,”  
*Marketing Science*, 37(2), 310-326.

5. **Li, Krista J.** (2019),  
“Status Goods and Vertical Line Extensions,”  
*Production and Operations Management*, 28(1), 103-120.
6. **Li, Krista J.** and Yan Liu (2019),  
“Same or Different? An Aesthetic Design Question,”  
*Production and Operations Management*, 28(6), 1465-1485.
7. Li, Xi, **Krista J. Li**, and Xin (Shane) Wang (2020),  
“Transparency of Behavior-Based Pricing,”  
*Journal of Marketing Research*, 57(1), 78-99.
8. **Li, Krista J.** (2021),  
“Behavior-Based Quality Discrimination,”  
*Manufacturing & Service Operations Management*, 23(2), 425–436.
9. Zhang, Jianqiang and **Krista J. Li** (2021),  
“Quality Disclosure under Consumer Loss Aversion,”  
*Management Science*, 67(8), 5052-5069.
10. **Li, Krista J.** and Jianqiang Zhang (2022),  
“How Does Behavior-Based Pricing Affect Service Provision?”  
*International Journal of Research in Marketing*, *forthcoming*.
11. **Li, Krista J.** (2022),  
“Product and Service Innovation with Customer Recognition,”  
*Decision Sciences*, *forthcoming*.
12. Bu, Juan, Eric Y. Zhao, **Krista J. Li**, and Joanna Li (2022),  
“Optimal Distinctiveness at Multiple Levels: Examining the Impact of Within- and Between-Organization Distinctiveness of Product Design on Market Performance,”  
*Strategic Management Journal*, *forthcoming*.
13. **Li, Krista J.**, Jianqiang Zhang, and Richard Schaefer (2022),  
“Gray Marketing of Status Goods: Strategic Analysis of Aesthetic Design,”  
*Production and Operations Management*, *forthcoming*.

#### PAPERS IN REVIEW PROCESS

14. Li, Xi, **Krista J. Li**, and Yan Xiong,  
“Channel Coordination of Storable Goods,”  
*Revising for 4th-Round Review, Marketing Science*.
15. **Li, Krista J.** and Xi Li,  
“Advance Selling and Channel Coordination,”  
*Under 2nd-Round Review, Journal of Marketing Research*.

16. Gu, Xian, Juan Bu, and **Krista J. Li**,  
 “Temporal Distinctiveness of Product Design: How It Influences the Value of New Products and Used Products?”  
*Revising for 2nd-Round Review, **Academy of Management Journal**.*
17. **Li, Krista J.**, Changying Li, and Jianhu Zhang,  
 “Artificial Intelligence: Information Collection and Behavior-Based Pricing under Privacy Concerns,”  
*Revising for Resubmission, **Marketing Science**.*
18. Li, Xi and **Krista J. Li**,  
 “Beating the Algorithm: Big-Data Investment and Disclosure with Consumer Manipulation,”  
*Revising for 2nd-Round Review, **Manufacturing & Service Operations Management**.*
19. **Li, Krista J.**, Xi Li, and Yan Xiong,  
 “Disclosure and Investment in Supply Resilience with Consumer Stockpiling,”  
*Under 1st-Round Review, **Production and Operations Management**.*
20. Zhang, Jianqiang and **Krista J. Li**  
 “Competition with Endogenous Costs of Quality Disclosure,”  
*Under 1st-Round Review, **Manufacturing & Service Operations Management**.*

## BOOK CHAPTER

1. Venkatesh Shankar and **Krista J. Li** (2014),  
 “Leveraging Social Media in the Pharmaceutical Industry” *Innovation and Marketing in the Pharmaceutical Industry, International Series in Quantitative Marketing*, 20. Min Ding, Jehoshua Eliashberg, and Stefan Stremersch (eds.), Springer.

## TEACHING

- **Undergraduate Courses:**
  - Marketing Research, Kelley School of Business, Indiana University.  
 (Evaluations: Instructor 6.0, Dean’s 8 6.1 out of 7).
  - Marketing Research, Mays Business School, Texas A&M University.  
 (Evaluations: Instructor 4.9, Course 4.7 out of 5).
- **PhD Course:**
  - Analytical Modeling in Marketing, Indiana University.
- **EMBA Courses:**
  - Data Analysis and Modeling, School of Business, University of Alberta.

(Evaluations: Instructor 4.9, Course 4.9 out of 5).

- **MBA Courses:**

- Data Analysis and Decision Making, School of Business, University of Alberta

- (Evaluations: Instructor 4.3, Course 4.2 out of 5).

## **PRESENTATIONS**

### **2022**

- AMS Annual Conference, May 2022
- POM Annual Conference, April 2022
- University of Minnesota, April 2022
- University of Pittsburgh, March 2022
- AMA Winter Academic Conference, February 2022
- Global Institute for Artificial Intelligence and Business Analytics, Temple University, January 2022
- Lingnan University Alumnus Association, January 2022
- MSI Young Scholar Conference, January 2022

### **2021**

- 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, December 2021
- Lingnan University, December 2021
- Huazhong Agricultural University, November 2021
- Shandong University, October 2021
- INFORMS 2021 Annual Meeting, October 2021
- University of Iowa, September 2021
- Xiamen University, September 2021
- Distinguished Speaker, Doctoral Consortium of the China Marketing International Conference, August 2021
- Panelist, AMA DocSIG Job Market Preparation Series, August 2021
- AMA Marketing + Public Policy Conference, June 2021
- The 43rd ISMS Marketing Science Conference, June 2021
- University of Science and Technology of China, March 2021
- University of Washington, January 2021
- Fudan University, January 2021

### **2020**

- Washington University at St. Louis, December 2020
- INFORMS Annual Meeting, November 2020
- Boston College, September 2020
- AMA Summer Academic Conference, August 2020
- China Marketing International Conference, June 2020
- Indiana-wide COVID19 Research Conference, June 2020
- The 42nd ISMS Marketing Science Conference, Duke University, June 2020
- University of Maryland (cancelled due to COVID-19)
- City University of Hong Kong, May 2020
- Indiana University, Marketing Department Doc Day, February 2020
- University of Florida, January 2020
- Western University, January 2020

### **2019**

- The Wharton School, University of Pennsylvania, October 2019
- University of California, Riverside, October 2019
- Georgetown University, September 2019
- University of Notre Dame, May 2019
- Production and Operations Management Conference, Washington DC, May 2019
- Department of Operations & Decision Technologies, Indiana University, April 2019
- American Marketing Association Winter Conference, February 2019
- Texas A&M University, February 2019

### **2017 or earlier**

- Emory University, November 2015
- Harvard University, October 2015
- Indiana University, September 2015
- Rutgers University, September 2015
- Michigan State University, September 2015
- University of Alberta, September 2015
- North Carolina State University, September 2015
- INFORMS Marketing Science Conference, June 2014
- Texas A&M University, August 2012, 2013, February 2015
- University of Houston, October 2016.\*
- Johns Hopkins University, November 2015.\*
- American Marketing Association Winter Conference, February 2019

- ETH/NYU Design Conference, New York University, May 2017
- American Marketing Society Conference, May 2016
- Marketing Science Conference, Fudan University, June 2016.\*
- Theory+Practice in Marketing (TPM) Conference, Houston, May 2016.\*
- Marketing Science Conference, Johns Hopkins University, June 2015.\*
- Frank M. Bass UT Dallas Frontiers of Research in Marketing Science, February 2014.\*
- 1st Invitational Symposium on Marketing and Innovation ECMI-AMA-EMAC, Netherlands, May 2014.\*
- Marketing Science Conference, Boston University, June 2012.\*

\*Talks by co-authors

## **AWARDS & HONORS**

- Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Texas at Austin, June 2022
- Session Organizer, Marketing and Operations Management Track, 2022 POMS Annual Conference, April 2022.
- Female Scholar, Designing a Career in the Marketing Academy, November 2021.
- Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, Indiana University, August 2021.
- 2021 MSI Young Scholars, December 2020.
- Faculty Representative, Mittelstaedt Doctoral Symposium, University of Nebraska - Lincoln, April 2021.
- Weimer Faculty Fellow, Kelley School of Business, Indiana University, June 2020.
- Finalist, Chinese Marketing Scholar Best Paper Award, May 2020.
- Research Follow, Center for the Business of Life Sciences, Kelley School of Business, May 2019.
- Junior Faculty in Marketing Science, Inaugural Faculty Development Forum, Washington University in St. Louis, May 2019.
- Early-Career Faculty Consortium Fellow, Marketing Strategy Consortium, Indiana University, January 2019.
- Marketing Science Institute Young Scholar Research Grant \$5,000, May 2017.
- Finalist, Mary Kay/AMS Dissertation Proposal Competition, May 2016.
- Dean's Award for Outstanding Research, Mays Business School, Texas A&M University, 2015
- Dean's Award for Outstanding Teaching, Mays Business School, Texas A&M University, 2015.
- Inaugural AMS Doctoral Consortium Fellow, Denver, 2015.
- AMA-Sheth Doctoral Consortium Fellow, Northwestern University, 2014.

- INFORMS Doctoral Consortium Fellow, Emory University, Atlanta, 2014.
- INFORMS Doctoral Consortium Fellow, Boston University, Boston, 2012.
- College Scholarship for Outstanding PhD Students, Texas A&M University, 2012.

### **COURSES THAT TEACH MY RESEARCH**

- MKTG3527: Pricing Strategies, Faculty of Business and Economics, The University of Hong Kong
- 4614A/B: Social Media Analytics and Digital Marketing, Ivey Business School, Western University
- MKTG2501: Introduction to Marketing, Faculty of Business and Economics, The University of Hong Kong
- M550: Consumer Insights, Kelley School of Business, Indiana University.
- MKTG680-600: Doctoral Seminar on Consumer Behavior and Decision Making, Mays Business School, Texas A&M University

### **MEDIA COVERAGE**

- “The Perfect Car, According to Science,” *Science Daily*.
- “The Ideal Look: Managing Aesthetics in Product Design,” *American Marketing Association*.
- “The Effects of a Product’s Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency,” *Journal of Marketing Research Spotlight*.
- “Krista Li on Product Design and Marketing,” *Kelley Faculty Research*.
- “Behavior-Based Pricing Helps Profits, Capitalizes on Consumer Concerns,” Business Research in Action, *At Mays*.

### **SERVICE**

- Associate Editor:
  - Marketing Science, January 2022 - present
- Editorial Review Board:
  - Journal of Marketing Research, 2021 - present
  - Decision Sciences, 2020 - present
- Ad-hoc Reviewer:
  - Marketing Science
  - Management Science
  - Journal of Marketing Research
  - Journal of Marketing

- International Journal of Research in Marketing
- Journal of Academy of Marketing Science
- Manufacturing & Service Operations Management
- Production and Operations Management
- Marketing Letters
- Review of Industrial Organization
- Decision Sciences
- American Marketing Association (AMA) Conferences
- International Transactions in Operational Research
- PhD Student and Visiting Scholar Supervision:
  - Peng Liu, PhD dissertation committee member, 2016-2019.  
Placement: Santa Clara University.
  - Long Ding, Visiting PhD student, 2018-2019.  
University: Huazhong University of Science and Technology.
  - Jianqiang Zhang, Visiting scholar, 2019-2020.  
University: Jiangsu Normal University.
- Department Committee:
  - Lead, DEI Mentorship Task Force, Department of Marketing, Indiana University, 2021 - present.
  - Co-chair of 2022 and 2023 Haring Symposiums
  - Mentor of junior tenure-track faculty Xian Gu, 2019 - present.
  - Diversity, Equity, and Inclusion Committee, Department of Marketing, Indiana University, 2021 - present.
  - Recruiting Committee, Department of Marketing, Indiana University, 2016 - present.
  - Doctoral Program Committee, Department of Marketing, Indiana University, 2016 - present.
  - Reviewer for first- and second-year PhD student papers, Department of Marketing, Indiana University, 2016 - present.
    - \* Luciano Lapa (2019)
    - \* Jingcun Cao (2017)
- School Committee:
  - Research Policy Committee, Kelley School of Business, Indiana University, 2021 - 2022.
  - Tenure Track Faculty Representative, Academic Council, Kelley School of Business, Indiana University, 2020 - 2021.



- Research Policy Committee, Kelley School of Business, Indiana University, 2020 - present.
- Academic Fairness Committee, Kelley School of Business, Indiana University, 2019 - 2020.
- Ph.D. Examination Committee (Leslie Hodder), Kelley School of Business, Indiana University, 2020 - present.
- Community:
  - President, Bloomington Indiana Scholastic Chess Club, 2018 - present.
  - Tournament Director, United States Chess Federation, 2018 - present.
  - Organizer, Free Virtual Chess Summer Camp, 2020.
  - Organizer, Free Virtual Chess Meetings, Spring 2021 - present.
  - MATHCOUNTS Competition Coach, University Elementary School, 2021 - present.
- Membership:
  - INFORMS Society for Marketing Science (ISMS), 2016 - present.
  - American Marketing Association (AMA), 2016 - present.