

Krista J. Li

April 2025

Department of Marketing
Kelley School of Business
Indiana University

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ACADEMIC EMPLOYMENT

- Blanche "Peg" Philpott Professor, Indiana University, 2024 - present
- Associate Professor of Marketing (with tenure), Indiana University, 2021 - present
- Weimer Faculty Fellow, Indiana University, 2020 - 2023
- Assistant Professor of Marketing, Indiana University, 2016 - 2021

EDUCATION

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

EDITORIAL APPOINTMENT

- Guest Associate Editor, *Management Science*, 2025 - present.
- Associate Editor, *Journal of Marketing*, 2023 - present.
- Associate Editor, *Marketing Science*, 2021 - 2024.
- Senior Editor, *Production and Operations Management*, 2023 - present.
- Associate Editor, *Decision Sciences*, August 2023 - present.
- Editorial Review Board, *Journal of Marketing Research*, 2021 - present.
- Editorial Review Board, *Decision Sciences*, 2020 - 2023.

SERVICE TO THE PROFESSION

- CMO Council Academic Advisory Board, November 2024 - present
- INFORMS Society for Marketing Science (ISMS) Advisory Council, 2024
- INFORMS Society for Marketing Science (ISMS) Doctoral Dissertation Awards Selection Committee, 2023
- Invited Faculty Fellow, ISMS Marketing Science Conference Doctoral Consortium, 2022, 2023, 2024
- Invited Faculty Fellow, AMA-Sheth Foundation Doctoral Consortium, 2021, 2022
- Reviewer, Marketing Science Institute (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition, 2022, 2023

AWARDS & HONORS

- *Marketing Science* Award - Associate Editor, 2025
- Research Accelerator Fellow, Kelley School of Business, Indiana University, April 2024.
- Finalist, Best Marketing Paper Award, Management Science, November 2023.
- Inaugurate Marketing Science (Associate Editor) Service Award, February 2023.
- 2021 MSI Young Scholars, a title awarded to “potential leaders of the next generation of marketing academics,” December 2020.
- 2021 Kelley School of Business Research Award, Indiana University, 2021
- Female Mentor, ISMS Marketing Science Women Lunch, 2023, 2024
- Female Scholar, Designing a Career in the Marketing Academy, November 2021.
- Finalist, Chinese Marketing Scholar Best Paper Award, May 2020.
- Research Follow, Center for the Business of Life Sciences, Kelley School of Business, May 2019 - present.
- Junior Faculty Fellow 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.

RESEARCH INTERESTS

Krista’s research focuses on improving firms’ marketing strategies by understanding consumer behavior and leveraging new technology (big data, digital marketing, livestreaming, and AI). Her research also helps policy makers design regulations to promote better marketing for a better world.

Substantive areas: behavior-based pricing, behavioral game theory, influencer marketing, AI, public policy, marketing-operations interface.

Methods: game theory, econometric modeling, machine learning

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.
 - Media coverage: Science Daily, JMR Spotlight, Kelley Faculty Research, Business Research in Action at Mays, AMA Research Spotlight
 - Journal of Marketing Editor’s Picks 2017
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.
 - Finalist, Mary Kay AMS Dissertation proposal Competition, May 2016
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.
 - Featured in SCM791 Doctoral Seminar on Operations Management at Arizona State University
9. Zhang, Jianqiang and **Krista J. Li** (2021), “Quality Disclosure under Consumer Loss Aversion,” *Management Science*, 67(8), 5052-5069.
 - Finalist, Best Marketing Paper Award, Management Science.
10. **Li, Krista J.** and Jianqiang Zhang (2021), “How Does Behavior-Based Pricing Affect Service Provision?” *International Journal of Research in Marketing*, 38(4), 900-914.
11. **Li, Krista J.** (2021), “Product and Service Innovation with Customer Recognition,” *Decision Sciences*, 55(1), 17-32.

12. Bu, Juan*, Eric Y. Zhao, **Krista J. Li**, and Joanna Li* (2022), “Multilevel Optimal Distinctiveness: Examining the Impact of Within- and Between-Organization Distinctiveness of Product Design on Market Performance,” *Strategic Management Journal*, 43(9), 1793–1822.
 - 2021 Kelley School of Business Research Award Paper
13. **Li, Krista J.**, Jianqiang Zhang, and Richard Schaefer (2022), “Parallel Imports of Status Goods: A Strategic Analysis of Aesthetic Design,” *Production and Operations Management*, 31, 2268–2288.
14. **Li, Krista J.** and Xi Li (2023), “Advance Selling and Channel Coordination,” *Journal of Marketing Research*, 60(2), 371–387.
 - Broadcasted by Fox, CBC, NBC, IU Research News Podcast
 - Featured by the Supply Chain Council of the European Union
 - Media coverage: News at IU, News Wise, News2Day, News Live Florida, Campus Insights, News Podcast, WRTV, Futurity, Phys.org, TopWhich, Eurek Alert, Eurasia Review, Mirage News, TopTek News, The Daily Check
15. Li, Xi, **Krista J. Li**, and Yan Xiong (2023), “Channel Coordination of Storable Goods,” *Marketing Science*, 42(3), 538–550.
 - Media coverage: WRTV-6
16. Li, Xi and **Krista J. Li** (2023), “Beating the Algorithm: Big-Data Investment and Disclosure with Consumer Manipulation,” *Manufacturing & Service Operations Management*, 25(1), 36–49.
17. Guan, Xu, Huan Cao, **Krista J. Li**, and Yucheng Ding (2024), “Product Safety and Liability with Deceptive Advertising and Moral Hazard,” forthcoming, *Marketing Science*.
18. Zhang, Jianqiang* and **Krista J. Li** (2024), “Retention or Acquisition? Behavior-Based Quality Disclosure,” minor revision, forthcoming, *Management Science*.
19. Guan, Xu, **Krista J. Li**, and Hao Wu (2024), “A Blessing or a Curse? Teletriage Service in Healthcare,” minor revision, forthcoming, *Management Science*.

PAPERS IN REVIEW PROCESS

20. Gu, Xian*, Juan Bu*, and **Krista J. Li**, “Old But Gold? Product Design Innovation and The Value of Used Products in Secondhand Markets,” under the fourth-round review, *Production and Operations Management*.

21. **Li, Krista J.**, Jianqiang Zhang*, and Xian Gu*, “Live Stream Selling and Pay-What-You-Want Tips,” major revision, revising for the second-round review, *Management Science*.
22. Cai, Hannah, **Krista J. Li**, Lusi Wu, and Jiaming Fang, “Feelings that Sell: The Role of Virtual Streamers’ Emotional Diversity and Intensity in Shaping Viewer Purchasing,” revising for the second-round review, *Journal of Marketing*.
23. **Li, Krista J.** and Jianqiang Zhang*, “Traditional or Digital? Benefits of Higher Disclosure Costs” reject and resubmit, *Production and Operations Management*.
24. Chae, Dong Wook*, **Krista J. Li**, and Yao Yao*, “Multitasking and Goal-Setting: A Strategic Analysis Considering Self-Control”, major revision, revising for the second-round review, *Management Science*.
25. Guan, Xu, **Krista J. Li**, Mengchu Li*, “Regulating Misinformation in Influencer Marketing,” under the first-round review, *Management Science*.
26. Cao, Qingning, **Krista J. Li**, Sandun Perera, and Yuanzhao Wang, “Bundling with Fairness Concerns,” under the first-round review, *Management Science*.

* Doctoral students, visiting scholars, or junior faculty at Indiana University.

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

• MBA Courses:

- MBA Marketing Core Course, Indiana University, Fall 2023 - present
(Recent evaluations: Instructor 6.9 out of 7; Course 6.8 out of 7).
- Full-time MBA Instructor for Prospective Students on Experience Weekend, 2024
- Kelley Direct On Campus Judge and Coach, Indiana University, 2018, 2019, 2022, 2023
- Data Analysis and Decision Making, School of Business, University of Alberta
(Evaluations: Instructor 4.3, Course 4.2 out of 5).

• Undergraduate Courses:

- Marketing Research, Kelley School of Business, Indiana University, 2016 - 2023.
(Recent evaluations: Instructor 6.4 out of 7; Course 6.4 out of 7).
- Marketing Research, Mays Business School, Texas A&M University, 2014-2015.

(Evaluations: Instructor 4.9 out of 5).

- Guest Instructor, Consumer Marketing Workshop, Kelley School of Business, Indiana University, 2021.

- **PhD Courses:**

- Research Methods in Marketing, Indiana University, 2025 -
- Analytical Modeling in Marketing, Indiana University, 2019, 2024
- Analytical Study Group, 2020, 2023

- **EMBA Courses:**

- Data Analysis and Modeling, School of Business, University of Alberta.
(Evaluations: Instructor 4.9, Course 4.9 out of 5).

PRESENTATIONS

2025

- Yale University, April 2025
- 2025 AMA Summer Academic Conference, August 2025
- ISMS Marketing Science Conference, June 2025
- Discussant, 19th Annual Frank M. Bass UTD FORMS Conference, February 2025
- University of South California Digital Transformation Conference, February 2025
- Webinar Series on Credence Goods and Expert Markets, January 2025

2024

- Lehigh University, November 2024
- University of California, Davis, October 2024
- Columbia University, October 2024
- INFORMS Marketing Science Conference, June 2024
- INFORMS Marketing Science Doctoral Consortium, June 2024
- Lingnan University, May 2024
- Societal Impact Driven Marketing Conference, March 2024
- The Chinese University of Hong Kong, Shenzhen, March 2024

2023

- West Virginia University, November 2023
- University of Florida, September 2023
- Southwest Jiaotong University, July 2023
- ISMS Marketing Science Conference, June 2023

- Host, ISMS Women in Marketing Science Lunch, June 2023
- Faculty Panelist, ISMS Doctoral Consortium, June 2023
- INFORMS Society for Marketing Science (ISMS) Conference, June 2023
- Department of Business Economics & Public Policy, Indiana University, April 2023
- Johns Hopkins University, April 2023
- University of Illinois Urbana-Champaign, April 2023
- Purdue University, March 2023
- Society for Consumer Psychology 2023 Annual Conference, March 2023
- 2023 AMA Winter Academic Conference, February 2023
- Kelley Research Week, Faculty Research Spotlight Speaker, January 2023
- 22nd International Marketing Trends Congress, January 2023

2022

- Distinguished Speaker, Payne Research Symposium, University of Arizona, December 2022
- The Wharton School, University of Pennsylvania, November 2022
- Beijing Institute of Technology, November 2022
- Xidian University, November 2022
- Southeast University, October 2022
- Jiangnan University, October 2022
- 2022 INFOMRS Annual Meeting, October 2022
- Sheth Doctoral Consortium, June 2022
- Discussant, Summer Institute in Competitive Strategy, University of California at Berkeley, June 2022
- MSI Young Scholar Conference, June 2022
- Faculty Panelist, ISMS Doctoral Consortium, June 2022
- Research Camp Speaker, Jinan University, May 2022
- Distinguished Speaker, International Business Congress, May 2022
- Imperial College London, 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
- American Marketing Association Winter Conference, February 2019
- ETH/NYU Design Conference, New York University, May 2017
- American Marketing Society Conference, May 2016

COURSES THAT TEACH MY RESEARCH

- SCM791 Doctoral Seminar on Operations Management, Arizona State University.
- 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

- “Early holiday sales are a win for shoppers and retailers,” *Futurity*.
- “Are consumers saving money when they buy in bulk?” *WRTV-6*.
- “Retailers may be doing customers a favor with early jump on holiday sales,” *News at IU*.
- “Research shows that seasonal items are here to stay for some time,” *IDS*.
- “Retailers may be doing customers a favor with early jump on holiday sales,” *News Wise*.
- “Retailers may be doing customers a favor with early jump on holiday sales,” *What New 2 Day*.
- “Retailers may be doing customers a favor by starting their holiday sales early,” *News Live Florida*.
- “Retailers may be doing customers a favor with early jump on holiday sales,” *Phys.org*.
- “Retailers may be doing customers a favor with early jump on holiday sales,” *WBIW*.
- “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

- Editor
 - Guest Associate Editor, *Management Science*, 2025 - present
 - Associate Editor, *Marketing Science*, 2021 - 2024
 - Associate Editor, *Journal of Marketing*, 2023 - present
 - Senior Editor, *Production and Operations Management*, 2023 - present
 - Associate Editor, *Decision Sciences*, 2023 - present.
- Editorial Review Board
 - *Journal of Marketing Research*, 2021 - present
 - *Decision Sciences*, 2020 - 2023
- 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
- Information Systems Research
- MIS Quarterly
- Journal of Operations Management
- Marketing Letters
- Review of Industrial Organization
- Decision Sciences
- Omega
- The Manchester School
- International Transactions in Operational Research
- Doctoral Dissertation Award Selection Committee
 - ISMS Doctoral Dissertation Selection Committee, 2023
 - Marketing Science Institute Alden G. Clayton Doctoral Dissertation Proposal Competition, 2021-2022
- Service to the School and University:
 - Doctoral Policy Committee, Kelley School of Business, Indiana University, 2024 - present.
 - General Education Committee, Indiana University, 2023 - present.
 - Full-time MBA Instructor for Prospective Students on Experience Weekend, 2024
 - MBA Policy Committee, Kelley School of Business, Indiana University, 2023 - present.
 - Research Policy Committee, Kelley School of Business, Indiana University, 2022 - present.
 - Tenure Track Faculty Representative, Academic Council, Kelley School of Business, Indiana University, 2020 - 2021.
 - 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.

- Service to the Department:
 - Marketing Doctoral Program Coordinator, August 2024 -
 - Recruiting Committee, 2024-2025
 - Chair, Full-time MBA Committee, 2022 - present
 - Organizer, Marketing Women Lunch, 2022 - 2023
 - Co-chair, 2022 Haring Symposium, Indiana University
 - Recruiting Committee, Department of Marketing, Indiana University, 2016 - 2020.
 - Reviewer for first- and second-year PhD student papers, Department of Marketing, Indiana University, 2016 – 2022.
- Doctoral Dissertation Committee:
 - Guangqi Dong, Mentor, Department of Marketing, Indiana University, 2023 - 2024
 - Dong Wook (Peter) Chae, Co-Chair, Department of Marketing, Indiana University, 2022 - present.
 - Philip Kim, Committee Member, Department of Marketing, Indiana University, 2023 - 2024, placement: Texas Christian University.
 - Meng Ji, Committee Member, Department of Marketing, Indiana University, 2024 - present.
 - Moyan Li, Committee Member, Department of Business Economics and Public Policy, Indiana University, 2023 - 2024, placement: Hong Kong University of Science and Technology Guangzhou.
 - Xiaotong Sun, Committee Member, Department of Operations & Decision Technologies, Indiana University, 2023 - 2024.
 - Huahua Zhu, PhD dissertation committee member, Department of Economics, Indiana University, 2022 - present
 - Peng Liu, PhD dissertation committee member, Department of Marketing, Indiana University, 2016-2019, placement: Santa Clara University.
 - Yaying Zhou, Doctoral Dissertation Examination Committee, Business Economics & Public Policy, Kelley School of Business, Indiana University, July 2022.
 - Reviewer for first- and second-year PhD student papers, Department of Marketing, Indiana University, 2016 - 2022.
- Visiting Scholar Supervision:
 - Mengchu Li, visiting student, November 2024 - 2025
 - Yao Yao, visiting student, November 2022 - 2023
 - Long Ding, visiting student, 2018-2019.
 - Jianqiang Zhang, visiting scholar, 2019-2020.

- Community:
 - President, Bloomington Indiana Scholastic Chess Club, 2018 - 2024.
 - Tournament Director, United States Chess Federation, 2018 - 2024.
 - Organizer, Free Virtual Chess Summer Camp, 2020.
 - Organizer, Free Virtual Chess Meetings, 2021.
 - MATHCOUNTS Competition Coach, University Elementary School, 2021.
 - Volunteer, Monroe County Community Kitchen, 2022.
- International Service:
 - External Academic Adviser, Lingnan University, September 2023 - August 2026
- Membership:
 - INFORMS Society for Marketing Science (ISMS), 2016 - present.
 - American Marketing Association (AMA), 2016 - present.
 - Production and Operations Management Society (POMS), 2018 - present.
 - Manufacturing and Service Operations Management Society (MSOM), 2022 - present.

INDUSTRY CONSULTING

- Krista worked over 7 years in the marketing consulting industry for clients in consumer packaged goods, automotive, retail, telecommunications, and pharmaceutical industries.
- Clients: Bristol-Myers Squibb, Procter & Gamble, Johnson & Johnson, Neutrogena, Glaxo Smith Kline, Bayer, Campbell's Soup, Kraft Foods, Aveeno, Hallmark, Mercedes-Benz, AT&T