

## Wenqian Ni

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### EDUCATION

- Ph.D. in Marketing** 2020 – 2025 (expected)  
Kelley School of Business, Indiana University Bloomington
- Master of Science in Marketing Research** 2018  
Eli Broad College of Business, Michigan State University
- Bachelor of Arts in Supply Chain Management** 2012 – 2016  
Eli Broad College of Business, Michigan State University

### RESEARCH INTERESTS

Fields: Marketing Strategy  
Substantive: Upper Echelons, Innovation, Marketing-Finance Interface, Healthcare, Customer Expectations, Customer Satisfaction

### WORKING PAPERS

- “How Chief Marketing Officers (CMOs) Contribute to Innovation?”, with Ben Lee, Neil A. Morgan and Lopo L. Rego
- *Presented at Marketing Strategy Consortium 2023*
  - *Presented at AMA Winter Academic Conference 2024*
  - *Will present at Mittelstaedt & Gentry Doctoral Symposium 2024*
  - *Preparing for submission*

### WORK IN PROGRESS

- “How Board Diversity Affect Marketing Influence Structurally and Culturally?”, with Ben Lee, Neil A. Morgan and Lopo L. Rego
- “How Drug Safety Events and Drug Detailing Affect Physicians’ Prescription Behavior?”, with Sarang Sunder
- “Customer Satisfaction Comparability across Individuals, Contexts, and Time”, with Neil A. Morgan and Lopo L. Rego
- “Cross-category Expectations Transfer”, with Neil A. Morgan and Lopo L. Rego
- “Perceptions of Marketing Metrics” with colleagues, Neil A. Morgan and Lopo L. Rego
- “The Impact of Brand Name Techniques on Brand Performance (a meta-analysis)”, with Mansur Khamitov, Marina Puzakova, and Ria Mishra
- “How a Product’s Prior Value to its Parent Company Affects the Company’s Stock Price When the Product is Recalled”, with Vivek Astvansh, Niket Jindal, and Moyan Li

## HONORS AND AWARDS

Mittelstaedt & Gentry Doctoral Symposium Fellow, University of Nebraska-Lincoln, Nebraska, 2023-2024  
Marketing Strategy Consortium Fellow, University of Georgia, Georgia, 2023-2024

## TEACHING EXPERIENCE

### Indiana University Bloomington

Associate Instructor: Introduction to Marketing (MKT 300) Spring 2023  
Associate Instructor: Introduction to Marketing (MKT 300) Fall 2023

### Michigan State University

Graduate Assistant: Computing Concepts and Competencies (CSE 101) Spring 2018  
Teaching Assistant: Key Account and Customer Relationship Management (MKT 430) Fall 2017  
Teaching Assistant: Key Account and Customer Relationship Management (MKT 430) Fall 2016

## DOCTORAL COURSEWORK

### Marketing

- Managerial Research in Marketing
- Consumer Behavior
- Research Methods in Marketing
- Marketing Models
- Analytical Modeling in Marketing

### Strategic Management

- Strategy and Entrepreneurship
- Foundations of Strategic Management
- Organization Theory

### Methods

- Econometric Methods in Business I
- Statistics for Research I
- Statistics for Research II
- Data Analysis for Research (Web Scrapping and Text Analysis)
- Causal Inference

## SKILLS

Software & Programming: Stata, Python, SPSS, Qualtrics  
Languages: English (fluent), Chinese (native)

## INDUSTRY EXPERIENCE

**Kantar Health**, *Marketing Research Intern and Analyst*, Shanghai, China Aug 2019–July 2020

- Conducted secondary research to analyze competitive landscape in China and globally.
- Conducted content analysis for in-depth interviews to discover insights on online consultation in China.
- Involved in an international qualitative project covering Brazil, China and Pakistan to understand potential growth opportunity for Abbott through 48 in-depth interviews.
- Assisted a Korean pharmaceutical company on market entry strategy in China.

**MSUFCU**, *Business Intelligence/Finance Intern*, East Lansing, MI

June 2018–Dec 2018

- Data Analysis and Visualization: Used Spotfire to analyze member demographic data, profiles, and financial impact for more than 230,000 members.
- Market Research: Researched financial products which included high yield checking accounts and consumer sweep accounts available in the market both to evaluate competitive environment and market potential for new product development.
- Project Management: Led a market research project on better understanding member digital experience with online and mobile banking through collaboration with marketing and IT departments. This project includes secondary, qualitative, and quantitative research. Informal interviews were conducted, and an online survey was sent out to 10,000 members yielding a 7% response rate.