

## **Shibo Li**

Marketing Department  
Kelley School of Business  
Indiana University  
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### **Education**

Ph.D. in Industrial Administration (Marketing)  
Carnegie Mellon University, Pittsburgh, USA

M.S.I.A. in Marketing  
Carnegie Mellon University, Pittsburgh, USA

M.A. (Honors) in Economics  
Peking University, Beijing, China

B.A. (Honors) in Economics  
Peking University, Beijing, China

### **Working Experiences**

John R. Gibbs Professor of Marketing, Marketing Department, Kelley School of Business, Indiana University, August 2017 – present.

Professor of Marketing and Arthur M. Weimer Faculty Fellow, Marketing Department, Kelley School of Business, Indiana University, July 2016 – July 2017.

Associate Professor of Marketing (with tenure) and Arthur M. Weimer Faculty Fellow, Marketing Department, Kelley School of Business, Indiana University, July 2011 – June 2016.

Visiting Associate Professor of Marketing, Cheung Kong Graduate School of Business, China, July 2012 – June 2013.

Assistant Professor of Marketing, Marketing Department, Kelley School of Business, Indiana University, July 2005 – June 2011.

Assistant Professor of Marketing, Marketing Department, Rutgers Business School, Rutgers University, September 2003 – June 2005.

### **Research Interests**

Consumer Dynamics, Marketing Analytics, Customer Relationship Management, Innovation, Interactive Marketing, Digital Marketing, Shopper Marketing, Signaling Models

## Honors and Awards

*Journal of Marketing* Outstanding Reviewer Award, 2025  
Chair 2025 for the Statistics in Marketing Section, American Statistical Association  
Finalist, the Paul E. Green Award, *Journal of Marketing Research*, 2023  
AMA-Sheth Doctoral Consortium Faculty Fellow, Indiana University, 2021  
Nominee for the Faculty Exceptional Inspiration and Guidance Award, Kelley School of Business, Indiana University, 2017  
Nominee for the Faculty Distinguished Teaching Award, Kelley School of Business, Indiana University, 2017  
*Journal of Interactive Marketing* Excellent Reviewer Award, 2013  
Kelley School of Business Research Award, Indiana University, 2011  
Weimer Faculty Fellow, Kelley School of Business, Indiana University, 2011-2017  
Dean's Citation for Teaching Excellence, Indiana University, 2010, 2011  
Nominee for Indiana University Trustees Teaching Award, 2010  
Marketing Science Institute Young Scholar, 2009  
Nominee for the Faculty Exceptional Inspiration and Guidance Award, Kelley School of Business, Indiana University, 2008  
3M Junior Faculty Grant Award, Kelley School of Business, Indiana University, 2008, 2009, 2010  
AMA-Sheth Doctoral Consortium Faculty Fellow, University of Missouri-Columbia, 2008  
Favorite Faculty Award, Delta Gamma, Indiana University, 2007  
CART Research Frontier Award for Innovative Research, Carnegie Mellon University, 2006  
Faculty Service Award, Alpha Kappa Psi, Rutgers University, 2005  
Finalist, John D. C. Little Award, *Marketing Science* and *Management Science*, 2004  
John A. Howard AMA Doctoral Dissertation Award, 2004  
William Cooper Dissertation Competition Award, Carnegie Mellon University, 2003  
Best Student Teacher Award, Carnegie Mellon University, 2001  
AMA-Sheth Doctoral Consortium Fellow, University of Miami, 2001  
William Larimer Mellon Fellowship, Carnegie Mellon University, 1998-2001  
Lincoln Scholarship, Peking University, 1995-1996  
Outstanding Student Scholarship, Peking University, 1991-1995, 1997-1998

## Editorial Review Board

*Journal of Marketing*, 2018 – present  
*Journal of Interactive Marketing*, 2024 - present  
*Marketing Science*, 2007 – 2008

## Research Impact

Citation Counts: **741** (Web of Science) and **2,107** (Google Scholar); h-index – **16** and i10-index - **18** as of May 17, 2022

## Peer-Reviewed Publications

1. Amy Wenxuan Ding and Shibo Li (2025), "Generative AI Lacks the Human Creativity to Achieve Scientific Discovery from Scratch," *Scientific Reports*, 15, 9587.

2. Xiaoling Zhang, Ke Zhang, Shibo Li and Damien Koenitz (2023), "Effects of Store Fixture Shape at Retail Checkout: Evidence from Field and Online Studies," *Production and Operations Management*, 32, 3158-3173.
3. Jingcun Cao, Pradeep Chintagunta, and Shibo Li (2023), "From Free to Paid: Monetizing a Non-Advertising Based App," *Journal of Marketing Research*, 60 (4), 707-727.
4. Yoonju Han, Sandeep Chandukala and Shibo Li (2022), "Impact of Different Types of In-Store Displays on Consumer Purchase Behavior," *Journal of Retailing*, 98 (3), 432-452.
5. Jeffery S. McMullen, Amy Wenxuan Ding and Shibo Li (2021), "From Cultural Entrepreneurship to Economic Entrepreneurship in Cultural Industries: The Role of Digital Serialization," *Journal of Business Venturing*, 36 (6), 106157.
6. Amy Wenxuan Ding and Shibo Li (2021), "National Response Strategies and Marketing Innovations during the COVID-19 Pandemic," *Business Horizons*, 64 (2), 295-306.
7. Amy Wenxuan Ding and Shibo Li (2019), "Herding in Consumption and Purchase of Digital Goods and Moderators of the Herding Bias," *Journal of the Academy of Marketing Science*, 47 (3), 460-478.
8. Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2018), "Modeling the Effects of Dynamic Group Influence on Shopper Zone Choice, Purchase Conversion and Spending," *Journal of the Academy of Marketing Science*, 46 (6), 1089-1107.
9. Yacheng Sun, Shibo Li, and Baohong Sun (2015), "An Empirical Analysis of Consumer Purchase Decisions under Bucket-Based Price Discrimination," *Marketing Science*, 34 (5), 646-668.
10. Shibo Li, Eugene Sivadas, and Mark Johnson (2015), "Explaining Article Influence: Capturing Article Citability and Its Dynamic Effects," *Journal of the Academy of Marketing Science*, 43 (1), 52-72.
11. Amy Wenxuan Ding, Shibo Li, and Patrali Chatterjee (2015), "Learning User Real-Time Intent for Optimal Dynamic Web Page Transformation," *Information Systems Research*, 26 (2), 339-359.
12. Xiaoling Zhang, Shibo Li, Raymond R. Burke, and Alex Leykin (2014), "An Examination of Social Influence on Shopper Behavior Using Video Tracking Data," *Journal of Marketing*, 78 (5), 24-41.
13. Shibo Li, Baohong Sun, and Alan L. Montgomery (2011), "Cross-Selling the Right Product to the Right Customer at the Right Time," *Journal of Marketing Research*, Vol. 48, No. 4, 683-700.
14. Baohong Sun, and Shibo Li (2011)\*, "Learning and Acting on Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers," *Journal of Marketing Research*, Vol. 48, No. 1, 72-86.

\*CART Research Frontier Award for Innovative Research, 2006

15. Ajay Kalra, Shibo Li, and Wei Zhang (2011), "Understanding Responses to Contradictory Information about Products," *Marketing Science*, Vol. 30, No. 6, 1098-1114.
16. Shibo Li, Kannan Srinivasan, and Baohong Sun (2009), "Internet Auction Features as Quality Signals," *Journal of Marketing*, Vol. 73, No. 1, 75-92.
17. Ajay Kalra and Shibo Li (2008), "Signaling Quality through Specialization," *Marketing Science*, Vol. 27, No.2, 168-184.
18. Baohong Sun, Shibo Li, and Catherine Zhou (2006), "'Adaptive' Learning and 'Proactive' Customer Relationship Management", *Journal of Interactive Marketing*, Vol. 20, No. 3-4, 82-96.
19. Shibo Li, Baohong Sun, and Ronald T. Wilcox (2005)\*, "Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services," *Journal of Marketing Research*, Vol. 42, No. 2, 233-239.

\*One of the three JMR most-cited articles 2005-2007

20. Alan L. Montgomery, Shibo Li, Kannan Srinivasan, and John C. Liechty (2004)\*, "Modeling Online Browsing and Path Analysis Using Clickstream Data," *Marketing Science*, Vol. 23, No. 4, 579-595.

\*Finalist, John D. C. Little Award, 2004  
 John A. Howard AMA Doctoral Dissertation Award, 2004  
 William Cooper Dissertation Competition Award, 2003

### **Papers under Review**

Removed to protect the double-blind review process

### **Teaching Interests**

CRM and Digital Analytics, Market-Based Analysis, Consumer Analytics, Marketing Management, Internet/Digital Marketing, Marketing Strategy, Marketing Research.

### **Teaching Experience**

#### **Teaching at Indiana University (7-point scale: 1-least, 7 - best)**

*Market Based Analysis* (MBA and 3/2 MBA Courses), Indiana University, Spring 2023, two sections in total, average enrollment in each section: 35  
 Average instructor rating: 6.50/7.0, Average course rating: 6.50/7.0

*Dynamic Modeling of Customer Data* (MBA Course), Indiana University, Fall 2016, two sections in total, average enrollment in each section: 22  
 Average instructor rating: 6.00/7.0, Average course rating: 6.24/7.0

*CRM and Digital Analytics* (MBA Course), Indiana University, Fall 2017, Spring 2019, Spring 2020, Spring 2021, eight sections, average enrollment: 26  
 Average instructor rating: 5.74/7.0, Average course rating: 6.03/7.0

*CRM and Digital Analytics* (Undergraduate Course), Indiana University, Fall 2016, Fall 2017, Spring 2019, Spring 2021, Fall 2022, Fall 2023, 8 sections, average enrollment: 31

Average instructor rating: 6.44/7.0, Average course rating: 6.35/7.0

*Dynamic Modeling of Customer Data* (MBA Course), Indiana University, Fall 2015, two sections in total, average enrollment in each section: 25

Average instructor rating: 6.30/7.0, Average course rating: 6.20/7.0

*Dynamic Modeling of Customer Data* (MBA Course), Indiana University, Fall 2014, two sections in total, average enrollment in each section: 35

Average instructor rating: 5.40/7.0, Average course rating: 5.46/7.0

*Spreadsheet Modeling for Marketing* (MBA Course), Indiana University, Fall 2013, two sections in total, average enrollment in each section: 17

Average Instructor rating: 6.27/7.0, Average Course rating: 6.64/7.0

*Marketing Management* (Undergraduate Core Course), Indiana University, each fall semester of years 2005-2011, 21 sections in total, average enrollment in each section: 69

Average Instructor rating: 6.05/7.0, Average Course rating: 6.10/7.0

*Marketing Management* (Undergraduate Course for Non-Business Majors), Indiana University, Fall 2013 and Fall 2014, three sections in total, average enrollment in each section: 96

Average instructor rating: 5.45/7.0, Average course rating: 5.26/7.0

*Marketing Models* (Doctoral Course), Indiana University, Fall 2008, Spring 2011, 2015, and 2017, three sections in total, average enrollment in each section: 5

Average instructor rating: 6.56/7.0, Average course rating: 6.35/7.0

#### **Teaching at Cheung Kong Graduate School of Business, (5-point scale: 1-least, 5 - best)**

*Strategic Marketing in China* (EMBA Course), CKGSB, Spring 2013

Overall satisfaction rating: 4.07/5.0, Quality of teaching materials: 4.14/5.0, Style of teaching: 4.21/5.0,

Enrollment: 18

*Path Analysis in Internet Marketing* (MBA Course), CKGSB, Fall 2012

Instructor rating: 4.35/5.0, Course rating: 4.35/5.0,

Enrollment: 26

*Problems of China's Ecommerce and Path Analysis in Internet Marketing* (MBA Course), CKGSB, Spring 2013

Instructor rating: 4.27/5.0, Course rating: 4.33/5.0,

Enrollment: 17

#### **Teaching at Rutgers University (5-point scale: 1-least, 5 - best)**

*Marketing Strategy* (Undergraduate Course), Rutgers University, Spring 2005

Instructor rating: 4.44/5.0, Course rating: 4.46/5.0,

Enrollment: 18

*Principles of Marketing* (Undergraduate Core Course), Rutgers University, Fall 2004  
Course 33:630:301 Section 04: Instructor rating: 4.27/5.0, Course rating: 4.26/5.0,

Enrollment: 60

Course 33:630:301 Section 05: Instructor rating: 4.43/5.0, Course rating: 4.27/5.0

Enrollment: 66

*Principles of Marketing* (Undergraduate Core Course), Rutgers University, Spring 2004

Course 29:630:301 Section 68: Instructor rating: 4.72/5.0, Course rating: 4.67/5.0,

Enrollment: 44

Course 33:630:301 Section 01: Instructor rating: 4.65/5.0, Course rating: 4.52/5.0

Enrollment: 94

*Principles of Marketing* (Undergraduate Core Course), Rutgers University, Fall 2003

Course 33:630:301 Section 01: Instructor rating: 4.48/5.0, Course rating: 4.38/5.0

Enrollment: 60

Course 33:630:301 Section 02: Instructor rating: 4.17/5.0, Course rating: 3.98/5.0

Enrollment: 59

### **Teaching at Carnegie Mellon University (5-point scale: 1-least, 5 - best)**

*Principles of Marketing* (Undergraduate Core Course), Carnegie Mellon University,  
Summer, 2001

Course 70-381: Instructor rating: 4.0/5.0, *Best Student Teacher Award*

### **Grants**

March 1, 2010 – March 1, 2013, Nanyang Technological University, Award for  
Academic Research Fund, Singapore \$70,000 (with Shun Yin Lam)

December 1, 2005 – September 30, 2006, CIBER, Indiana University, Faculty Research  
Grant \$4,000

July 1, 2005 – June 30, 2006, Teradata Center for Customer Relationship Management at  
Duke University, Research Grant \$5,000 (with Baohong Sun)

July 1, 2005 – June 30, 2006, Rutgers Business School Faculty Research Grant \$7,500

July 1, 2004 – June 30, 2005, Rutgers Business School Supplemental Research Grant  
\$2,000

### **Invited Talks**

Hunan University (China), June 2024

Shenzhen University (China), May 2024

Henan University of Economics and Law (China), October 2023

Hunan University (China), June 2023

Carnegie Mellon University, April 2023

Hunan University (China), December 2022

Beijing International Studies University (China), May 2022

Hunan University (China), April 2022  
China East Normal University (China), January 2022  
Hunan University (China), January 2022  
Monash University (Australia), September 2021  
Hunan University (China), January and June 2021  
Deakin University (Australia), invited for a talk, date to be determined, 2020  
Shanghai University of International Business and Economics (China), November 2019  
Shanghai University of Finance and Economics (China), June 2019  
University of Maryland, March 2019  
Shanghai University of Finance and Economics (China), December 2018  
Georgetown University, November 2018  
University of Arizona, November 2018  
Wuhan University (China), June 2018  
Hunan University (China), June 2018  
Hunan University (China), July 2017  
Qiqihar Institute of Technology (China), June 2017  
University of North Carolina at Charlotte, March 2017  
Texas Christian University, November 2016  
Qiqihar Institute of Technology (China), July 2016  
Iowa State University, April 2016  
Purdue University, September 2015  
Wuhan University (China), July 2015  
Hunan University (China), July 2015  
Peking University (China), June 2014  
Tsinghua University (China), June 2014  
Hunan University (China), June 2014  
Erasmus University, April 2014  
University of Minnesota, November 2013  
University of California at Riverside, October 2013  
Chinese University of Hong Kong, July 2013  
Nanjing University (China), June 2013  
Sichuan University (China), May 2013  
Tsinghua University (China), December 2012  
Shanghai Jiao Tong University (China), November, 2012  
Hunan University (China), November, 2012  
Peking University (China), September 2012  
Fudan University (China), July 2012  
Zhejiang University (China), July 2011  
Peking University (China), May 2011  
National University of Singapore, March 2010  
MSI Young Scholar Meeting, March 2009  
University of Missouri-Columbia, 2008  
Southwest Jiaotong University (China), 2006  
Indiana University, 2005  
New York University, 2004  
Penn State University, 2004  
Cornell University, 2002  
New York University, 2002  
Stanford University, 2002  
Washington University at St. Louis, 2002  
University of California at Berkeley, 2002

University of British Columbia, 2002  
University of Toronto, 2002  
Rutgers University, 2002  
University of Alberta, 2002  
Indiana University, 2002  
University of Wisconsin at Madison, 2002

### Conference Presentations

Shibo Li (2024), “Path Data in the Digital Era: Research Opportunities and Challenges,” **invited talk**, Shenzhen University, China, May 2024.

Shibo Li (2024), “Bayesian Statistics in Marketing,” **invited talk**, Hunan University, China, June 2024.

Amy Wenxuan Ding and Shibo Li (2024), “Participation Inequality in Online Content Contribution and Platform Incentives,” **session chair**, Annual Marketing Science Conference, June 2024.

Xiaoling Li, Amy Wenxuan Ding, Shibo Li, Yutong Wang, Ziyu Deng, and Weijie Liu (2024), “When Robots Take Over Decisions: The Impact of AI Autonomy on Consumer Purchasing,” Hong Kong University, China India Insights Conference, June 2024.

Shibo Li (2023), “Path Data in the Digital Era: Research Opportunities and Challenges,” **invited keynote speaker**, the 2023 Central China Marketing International Forum, China, October 2023.

Shibo Li (2023), “Digital Marketing: Opportunities and Challenges,” **invited talk**, Hunan University, China, June 2023.

Amy Wenxuan Ding and Shibo Li (2023), “Participation Inequality in Online Content Contribution and Platform Incentives,” Stanford University, China India Insights Conference, September 2023.

Shibo Li (2023), “Dynamics of Online Creators’ Engagement States and Content Contribution: Evidence from Online Literary Markets,” **invited talk**, Carnegie Mellon University, Pittsburgh, April 2023.

Amy Wenxuan Ding and Shibo Li (2023), “Dynamics of Online Creators’ Engagement States and Content Contribution: Evidence from Online Literary Markets,” **session chair**, 2023 Annual INFORMS Marketing Science Conference, University of Miami, June 2023.

Shibo Li (2022), “Cutting-Edge Marketing Models,” **invited talk**, Hunan University, China, December 2022.

Shibo Li (2022), “Digital Serialization as Cultural Entrepreneurship Strategy,” **invited talk**, Beijing International Studies University, China, May 2022.



Shibo Li (2022), “Dynamics of Online Creators’ Engagement States and Content Contribution: Evidence from Online Literary Markets,” **invited talk**, Hunan University, China, April 2022.

Shibo Li (2022), “Digital Technologies and Consumer Path: Opportunities and Challenges,” **invited talk**, China East Normal University, China, January 2022.

Shibo Li (2022), “Path Data in the Digital Era: Research Opportunities and Challenges,” **invited talk**, Hunan University, China, January 2022.

Amy Wenxuan Ding, and Shibo Li (2021), “Responsible AI,” **session co-chair**, INFORMS Annual Meeting, October 2021.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2021), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, Monash University, September 2021.

Jeffery S. McMullen, Amy Wenxuan Ding and Shibo Li (2021), “May I Have Your Attention Please? Digital Serialization as Cultural Entrepreneurship Strategy,” **invited talk**, 2021 China Marketing International Conference, August 2021.

Jeffery S. McMullen, Amy Wenxuan Ding and Shibo Li (2021), “May I Have Your Attention Please? Digital Serialization as Cultural Entrepreneurship Strategy,” **session chair**, 2021 INFORMS Marketing Science Virtual Conference, June 2021.

Jeffery S. McMullen, Amy Wenxuan Ding and Shibo Li (2021), “May I Have Your Attention Please? Digital Serialization as Cultural Entrepreneurship Strategy,” 2021 Marketing Science and Innovation Conference, **invited talk**, Hunan University, China, May 2021.

Shibo Li (2021), “How to Generate Good Research Ideas,” **invited talk**, Hunan University, China, January 2021.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2019), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, Shanghai University of International Business and Economics, November 2019.

Jingcun Cao, Pradeep Chintagunta, and Shibo Li (2019), “From Free to Paid: Testing Monetization Strategies for a Free Non-Advertising Based Service,” **invited talk**, Shanghai University of Finance and Economics, June 2019.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2019), “The Dynamics of Shopper Consideration and Purchase Conversion at Retail Checkout,” **invited talk**, University of Maryland, March 2019.

Shibo Li (2019), **invited discussant**, 13<sup>th</sup> annual Bass FORMS conference, UT Dallas, Dallas, March 2019.

Amy Wenxuan Ding and Shibo Li (2019), “A New E-business Model of Sectional Production by the Masses and Fragmentary Consumption and Purchase in the Digital Age,” Winter AMA conference, Austin, Texas, February 2019.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2018), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, Shanghai University of Finance and Economics, December 2018.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2018), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, Georgetown University, November 2018.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2018), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, University of Arizona, November 2018.

Yoonju Han, Raymond R. Burke, Shibo Li, and Alex Leykin (2018), “The Dynamics of Shopper Engagement and Purchase Conversion at Retail Checkout,” **invited talk**, Wuhan University, Wuhan, China, June 2018.

Shibo Li (2018), **invited discussant**, 12<sup>th</sup> annual Bass FORMS conference, UT Dallas, Dallas, March 2018.

Jingcun Cao, and Shibo Li (2017), “The Impact of Foreign Competition on Domestic Market Structure: Evidence from a Natural Experiment,” China India Insights Conference, New York, September 2017.

Jingcun Cao, Pradeep Chintagunta, and Shibo Li (2017), “Driving towards Purchase: Investigating Consumers’ Search Patterns on an Automobile Mobile App,” **invited talk**, International Forum of Marketing Science and Applications, Hunan University, Changsha, China, July 2017.

Shibo Li (2017), “Customer Relationship Management and Marketing Analytics,” **invited talk**, Qiqihar Institute of Technology, Qiqihar, China, June 2017.

Shibo Li (2017), the Doctoral Consortium of the China Marketing International conference, **chair**, Beijing, China, July 2017.

Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2016), “Modeling the effects of dynamic group influence on shopper preference and purchase behavior,” **invited talk**, University of North Carolina at Charlotte, March 2017.

Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2016), “Modeling the effects of dynamic group influence on shopper preference and purchase behavior,” **invited talk**, Texas Christian University, November 2016.

Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2016), “Modeling the effects of dynamic group influence on shopper preference and purchase behavior,” the 2016 Direct/Interactive Marketing Research Summit, Los Angeles, CA, October 2016.

Yoonju Han, Sandeep Chandukala and Shibo Li (2016), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” the 2016 China Marketing International conference, **session chair**, Qingdao, China, July 2016.

Shibo Li (2016), “Research Opportunities and Challenges with Path Analysis,” **invited talk** as a distinguished speaker, Qiqihar Institute of Technology, July 2016.

Yoonju Han, Sandeep Chandukala and Shibo Li (2016), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” the 2016 INFORMS Marketing Science conference, **session chair**, Shanghai, China, June 2016.

Yoonju Han, Sandeep Chandukala and Shibo Li (2016), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” **invited talk** as a distinguished speaker, Iowa State University, April 2016.

Yoonju Han, Sandeep Chandukala and Shibo Li (2016), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” the Tenth Frank Bass FORM conference, UT Dallas, February 2016.

Yoonju Han, Sandeep Chandukala and Shibo Li (2015), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” **invited talk**, Purdue University, September 2015.

Yoonju Han, Sandeep Chandukala and Shibo Li (2015), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” **invited talk**, International Forum of Marketing Science and Applications, Wuhan University, Wuhan, China, July 2015.

Yoonju Han, Sandeep Chandukala and Shibo Li (2015), “Understanding the Impact of Consumer-Retailer Relationship and Information States for In-store Displays,” **invited talk**, Hunan University, Changsha, China, June 2015.

Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2015), “Modeling the effects of dynamic group influence on shopper preference and purchase behavior,” the 2015 Marketing Dynamics Conference, Tsinghua University, Beijing, China, June 2015.

Xiaoling Zhang, Shibo Li, and Raymond R. Burke (2015), “Modeling the effects of dynamic group influence on shopper preference and purchase behavior,” the 2015 Customer Insights Conference, Yale University, New Haven, Connecticut, May 2015.

Amy Wenxuan Ding and Shibo Li (2015), “Irrational herding in consumption and purchase on literature websites,” **session chair**, the 2015 Germany Symposium on Mobile targeting, big data and digital/social media marketing, Munich, Germany, March 2015.

Amy Wenxuan Ding and Shibo Li (2014), “The Dynamic Performance of Amateurs’ Works on Literature Websites,” **session chair**, the 2014 China India Insights Conference, Yale and CKGSB, Lijiang, China, July 2014.

Amy Wenxuan Ding, Shibo Li, and Patrali Chatterjee (2014), “Learning User Real-Time Intent to Reduce Shopping Cart Abandonment,” **invited talk**, Peking University, Beijing, China, June 2014.

Yoonju Han, Sandeep Chandukala and Shibo Li (2014), “A Hidden Markov Model of Consumers Information States for In-Store Display,” **invited talk**, Tsinghua University, Beijing, China, June 2014.

Amy Wenxuan Ding, Shibo Li, and Patrali Chatterjee (2014), “Learning User Real-Time Intent to Reduce Shopping Cart Abandonment,” **session chair and invited talk**, 2014 International Forum on Innovation and the New Industrial Revolution in China, Hunan University, Changsha, China, June 2014.

Amy Wenxuan Ding, Shibo Li, and Patrali Chatterjee (2014), “Learning User Real-Time Intent to Reduce Shopping Cart Abandonment,” **invited talk**, Erasmus University, Rotterdam, The Netherlands, April 2014.

Xiaoling Zhang, Shibo Li, Raymond R. Burke, and Alex Leykin (2013), “An Examination of Social Influence on Shopper Behavior Using Video Tracking Data,” **invited talk**, University of Minnesota, November 2013.

Xiaoling Zhang, Shibo Li, Raymond R. Burke, and Alex Leykin (2013), “An Examination of Social Influence on Shopper Behavior Using Video Tracking Data,” **invited talk**, University of California at Riverside, October 2013.

Xiaoling Zhang, Shibo Li, Raymond R. Burke, and Alex Leykin (2013), “An Examination of Social Influence on Shopper Behavior Using Video Tracking Data,” **invited talk**, Chinese University of Hong Kong, July 2013.

Amy Wenxuan Ding and Shibo Li (2013), “The Short- and Long-term Performances of Amateurs’ Works on Literature Websites,” the 2013 China India Insights Conference, Yale and CKGSB, New York, September 2013.

Amy Wenxuan Ding and Shibo Li (2013), “The Short- and Long-term Performances of Amateurs’ Works on Literature Websites,” the 10<sup>th</sup> Marketing Dynamics Conference, UNC-Chapel Hill, May 2013.

Amy Wenxuan Ding and Shibo Li (2012), “Flourish or Perish: The Drivers of Amateurs’ Success on Literature Websites,” INFORMS Marketing Science Conference, Boston University, Boston, June 2012.

Amy Wenxuan Ding and Shibo Li (2011), “Swimming in the Ocean: The Dynamics of Author-Reader Interactions at Social Net-Literature Sites,” **invited talk**, Zhejiang University, China, July 2011.

Shibo Li (2011), “How to Market Global Brands in China,” **invited talk**, Peking University, China, May 2011.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2010), “Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-Centric Cross-Selling Campaigns for Financial Services,” **invited talk**, National University of Singapore, March 2010.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2010), “Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-

Centric Cross-Selling Campaigns for Financial Services,” **invited talk**, Cornell University, April 2010.

Shibo Li (2009), “Analytical Customer Relationship Management Research Stream,” invited presentation, MSI Young Scholar Meeting, Utah, March 2009.

Ajay Kalra, Shibo Li, and Wei Zhang (2009), “To Listen or Not to Listen: Response to Contradictory Information,” INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, June 2009.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2008), “Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-Centric Cross-Selling Campaigns for Financial Services,” INFORMS Marketing Science Conference, University of British Columbia, June 2008.

Baohong Sun and Shibo Li (2008), “Learning and Acting upon Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers,” INFORMS Marketing Science Conference, University of British Columbia, June 2008.

Yacheng Sun, Shibo Li, and Baohong Sun (2008), “Advance Purchase with Consumption Uncertainty: An Empirical Investigation of Consumer Choice under Prepaid Bucket Pricing,” INFORMS Marketing Science Conference, University of British Columbia, June 2008.

Baohong Sun and Shibo Li (2008), “Learning and Acting upon Customer Information: A Simulation-Based Demonstration on Service Allocations with Offshore Centers,” **invited talk**, National University of Singapore, Singapore, December 2008.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2007), “Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-Centric Cross-Selling Campaigns for Financial Services,” INFORMS Marketing Science Conference, Singapore Management University, Singapore, June 2007.

Yacheng Sun, Shibo Li, and Baohong Sun (2007), “Advance Purchase with Consumption Uncertainty: An Empirical Investigation of Consumer Choice under Prepaid Bucket Pricing,” INFORMS Marketing Science Conference, Singapore Management University, Singapore, June 2007.

Baohong Sun, and Shibo Li (2006), “Improve Effectiveness of Customer Service in a Cost-Efficient Way – Empirical Investigation of Service Allocation Decisions with Outsourced Centers,” **invited talk**, INFORMS Annual Meeting, University of Pittsburgh, Pittsburgh, November, 2006.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2006), “Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-Centric Cross-Selling Campaigns for Financial Services,” **invited talk**, INFORMS Annual Meeting, University of Pittsburgh, Pittsburgh, November, 2006.

Shibo Li, and Patrali Chatterjee (2006), “Reducing Shopping Cart Abandonment at Retail Websites,” International Forum on Marketing Science, **invited talk**, Southwest Jiaotong University, Chendu, July 2006.

Baohong Sun, and Shibo Li (2006), "Improve Effectiveness of Customer Service in a Cost-Efficient Way – Empirical Investigation of Service Allocation Decisions with Out-Sourced Centers," INFORMS Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 2006.

Shibo Li, and Patrali Chatterjee (2006), "Reducing Shopping Cart Abandonment at Retail Websites," INFORMS Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 2006.

Shibo Li, Kannan Srinivasan, and Baohong Sun (2006), "The Role of Quality Indicators in Internet Auctions: An Empirical Study," INFORMS Marketing Science Conference, University of Pittsburgh, Pittsburgh, June 2006.

Baohong Sun, and Shibo Li (2005), "Improve Effectiveness of Customer Service in a Cost-Efficient Way – Empirical Investigation of Service Allocation Decisions with Out-Sourced Centers," 2005 International Workshop on Customer Relationship Management: Data Mining Meets Marketing, New York University, New York, November 2005.

Shibo Li, Alan L. Montgomery, and Baohong Sun (2005), "Introducing the Right Product to the Right Customer at the Right Time - An Empirical Investigation of Customer-Centric Cross-Selling Campaigns for Financial Services," 2005 International Workshop on Customer Relationship Management: Data Mining Meets Marketing, New York University, New York, November 2005.

Shibo Li, Kannan Srinivasan, and Baohong Sun (2005), "The Role of Quality Indicators in Internet Auctions: An Empirical Study," **invited talk**, Indiana University, Bloomington, January 2005.

Shibo Li, and Patrali Chatterjee (2005), "Shopping Cart Abandonment at Retail Websites – A Multi-Stage Model of Online Shopping Behavior," INFORMS Marketing Science Conference, Emory University, Atlanta, June 2005.

Chan Choi, Shibo Li, Ying Xie, and Patrali Chatterjee (2005), "Demand Estimation with Incomplete Competitive Information," INFORMS Marketing Science Conference, Emory University, Atlanta, June 2005.

Shibo Li, and Patrali Chatterjee (2004), "Shopping Cart Abandonment at Retail Websites – A Multi-Stage Model of Online Shopping Behavior," **invited talk**, New York University, November 2004.

Shibo Li, Baohong Sun, and Ronald T. Wilcox (2004), "Cross-Selling Sequentially Ordered Products: An Application to Consumer Banking Services," **invited talk**, Penn State University, September 2004.

Alan L. Montgomery, Shibo Li, Kannan Srinivasan, and John C. Liechty (2004), "Modeling Online Browsing and Path Analysis Using Clickstream Data," 2004 AMA Summer Educators' Conference, Boston, August 2004 – **invited talk** for the 2004 John A. Howard AMA Doctoral Dissertation Award.

Alan L. Montgomery, Shibo Li, Kannan Srinivasan, and John C. Liechty (2003), "Modeling Online Browsing and Path Analysis Using Clickstream Data," Quantitative Marketing and Economics Conference, Chicago, 2003

Ajay Kalra and Shibo Li (2002), "Signaling Quality through Specialization," INFORMS Marketing Science Conference, University of Alberta, Canada, June 2002.

Alan L. Montgomery, Shibo Li, Kannan Srinivasan, and John C. Liechty (2002), "Modeling Online Browsing and Path Analysis Using Clickstream Data," INFORMS Marketing Science Conference, University of Alberta, Canada, June 2002.

## **Ad Hoc Reviewer**

Article editor, SAGE Open, 2018

Invited Reviewer for both Winter AMA and Summer AMA Conferences, 2015-present

Invited Reviewer for Israel Science Foundation, 2015, 2022

Invited Reviewer for the Research Grants Council of Hong Kong, 2015- present

Invited Reviewer for the Faculty On-campus Grant Program at University of Central Oklahoma, 2015

Invited Reviewer for National Natural Science Foundation of China, 2013- 2015

Invited Reviewer for Erwin Schroedinger Program, Austrian Science Fund, 2011, 2012

Invited Reviewer for MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2009

Invited Reviewer for Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing, 2008, 2010

*Management Science*, 2008 - present

*Journal of Marketing Research*, 2005 – present

*Marketing Science*, 2002 – present

*Journal of Marketing*, 2007 – present

*Journal of Interactive Marketing*, 2007 – present

*Journal of Retailing*, 2014 – present

*MIS Quarterly*, 2011 – present

*Operations Research* 2015- present

*International Journal of Research in Marketing*, 2013 – present

*Journal of the Operational Research Society*, 2014 – present

*Marketing Letters*, 2013 – present

*Marketing Theory*, 2004

*Journal of Business Strategies*, 2001

*Journal of Service Management*, 2021

## **Services**

IU Bloomington General Education Committee, Indiana University, 2022-2023

Faculty Representative to Academic Council, Kelley School of Business, Indiana University, 2022-2023

Faculty Review Committee, Kelley School of Business, Indiana University, 2023 – 2025

Kelley School of Business MBA Policy Committee, Indiana University, 2022-2023

Marketing Department Research Awards Committee, Indiana University, 2022-present

Bloomington Campus Tenure Advisory Committee, Indiana University, 2019-2022

Session co-chair, “Responsible AI,” INFORMS Annual Meeting, October 2021  
 Session chair, INFORMS Marketing Science Virtual Conference, June 2021  
 Co-Chair, Haring Symposium, Kelley School of Business, Indiana University, 2020,  
 2021  
 Department Faculty Recruiting Committee, Indiana University, 2021  
 Senior Lecturer Review Committee, Kelley School of Business, Indiana University, 2019  
 - 2020  
 Director of the Marketing Doctoral Program, Kelley School of Business, Indiana  
 University, August 2014 – July 2016  
 Faculty Review Committee, Kelley School of Business, Indiana University, 2016 –  
 2018  
 Chair, the Doctoral Consortium of the China Marketing International conference, China,  
 July 2017, 2018, 2019, and 2021.  
 Co-Chair, Kelley Forum on Marketing Analytics, Indiana University, 2015  
 Kelley School of Business Doctoral Policy Committee, Indiana University, 2014-present  
 Kelley School of Business Research Policy Committee, Indiana University, 2013-2014  
 Faculty Representative to Academic Council, Kelley School of Business, Indiana  
 University, 2011-2013  
 Kelley School of Business CIBER Advisory Committee, Indiana University, 2008-2012  
 Kelley School of Business Honors Program Committee, Indiana University, 2010-2012  
 Co-Chair, Haring Symposium, Kelley School of Business, Indiana University, 2011-2012  
 Faculty Mentor to Sandeep Chandukala – Assistant Professor, Marketing Department,  
 Indiana University, 2008 – 2015  
 Co-Chair, Department Faculty Recruiting Committee, Indiana University, 2011-present  
 Department Faculty Recruiting Committee, Indiana University, 2006-2011  
 Department PETsMART Chair Search Committee, Indiana University, 2006-2009  
 Department Research and Doctoral Policy Committee, Indiana University, 2005-present  
 Department Faculty Recruiting Committee, Rutgers University, 2004  
 Faculty Advisor for Rutgers MBA Marketing Club, 2003 - 2005  
 Research Committee for Rutgers Customer Relationship Management Center, 2004  
 Faculty Committee for Rutgers Center for Pharmaceutical Management, 2004

### **External Tenure and Promotion Evaluation**

Faculty member, University of South Carolina (promotion to full professor), 2024  
 Faculty member, Shanghai University of Finance and Economics (promotion to associate  
 Professor without tenure), 2024  
 Faculty member, Southern University of Science and Technology (promotion to associate  
 Professor with tenure), 2024  
 Faculty member, Peking University (promotion to research associate Professor), 2024  
 Faculty member, Carnegie Mellon University (reappointment as associate teaching  
 professor), 2024  
 Faculty member, Ohio State University (promotion to associate professor with tenure),  
 2024  
 Faculty member, Hong Kong Polytechnic University (promotion to full professor), 2023  
 Faculty member, University of Connecticut (promotion to full professor), 2023  
 Faculty member, University of Illinois at Chicago (promotion to associate professor with  
 tenure), 2023  
 Faculty member, University of North Carolina Charlotte (promotion to associate  
 professor with tenure), 2023  
 Faculty member, University of North Carolina Charlotte (promotion to full professor),



2022

- Faculty member, Shanghai University of Finance and Economics (promotion to full professor), 2022
- Faculty member, Cheung Kong Graduate School of Business (support for visiting professor), 2022
- Faculty member, University of Wisconsin at Madison (promotion to associate professor with tenure), 2021
- Faculty member, Rochester Institute of Technology (promotion to associate professor with tenure), 2021
- Faculty member, North Dakota State University (promotion to associate professor with tenure), 2021
- Faculty member, University of South Carolina (promotion to associate professor with tenure), 2021
- Faculty member, Shanghai University of Finance and Economics (promotion to full professor), 2021
- Faculty member, Cheung Kong Graduate School of Business (promotion to associate professor with tenure), 2021
- Faculty member, Georgia State University (promotion to associate professor with tenure), 2019
- Faculty member, University of Massachusetts, Boston (promotion to associate professor with tenure), 2019
- Faculty member, Binghamton University (promotion to associate professor with tenure), 2018
- Faculty members, Shanghai University of Finance and Economics (promotion to associate professor with tenure), 2018, 2019
- Faculty member, Nanyang Technological University (faculty contract renewal), 2017
- Faculty member, Kent State University (promotion to associate professor with tenure), 2016
- Faculty member, Cheung Kong Graduate School of Business (promotion to associate professor with tenure), 2016

### **Doctoral Dissertation Committee Services**

Advisor, Indiana University, 2022-present:  
Student's name: Hanyang (Hans) Wang  
Degree sought: Ph.D.  
Student's major: Marketing

Advisor, Indiana University, 2019-present:  
Student's name: Sohum Mehrotra  
Degree sought: Ph.D.  
Student's major: Marketing

Co-Advisor, Indiana University, 2020-2025:  
Student's name: Meng Ji  
Degree sought: Ph.D.  
Student's major: Marketing  
Job placement: University of Tulsa

Dissertation proposal examination committee chair, Indiana University, 2022:  
Student's name: Akshat Lakhiwal  
Degree sought: Ph.D.

Student's major: ODT

Advisor and Dissertation Chair, Indiana University, 2015-2020:

Student's name: Jingcun Cao

Degree sought: Ph.D.

Student's major: Marketing

Job placement: Hong Kong University

Outside examiner of doctoral dissertation, University of Toronto,  
2020:

Student's name: Ying Bao

Degree sought: Ph.D.

Student's major: Marketing

Job placement: UIUC

Advisor and Dissertation Chair, Indiana University, 2015-2018:

Student's name: Yoonju Han

Degree sought: Ph.D.

Student's major: Marketing

Job placement: Lehigh University

Dissertation Chair, Indiana University, 2016-2019:

Student's name: Peng Liu

Degree sought: Ph.D.

Student's major: Marketing

Job placement: Santa Clara University

Outside examiner of doctoral dissertation, National University of Singapore,  
2019:

Student's name: Miao Wei

Degree sought: Ph.D.

Student's major: Marketing

Dissertation proposal examination committee chair, Indiana University,  
2017:

Student's name: Yu-Hsin Liu

Degree sought: Ph.D.

Student's major: Business Economics & Public Policy

Dissertation proposal examination committee member, Indiana University,  
2017:

Student's name: Eric Webb

Degree sought: Ph.D.

Student's major: ODT

Dissertation proposal examination committee chair, Indiana University,  
2016:

Student's name: Sean (Xiaoyang) Yu

Degree sought: Ph.D.

Student's major: ODT

Dissertation proposal examination committee chair, Indiana University,  
2015:

Student's name: Mohammad Ghuloum

Degree sought: Ph.D.  
Student's major: ODT

Dissertation Committee Member, Indiana University, 2014-2015:

Student's name: Vikram Ahuja  
Degree sought: Ph.D.  
Student's major: Business Economics & Public Policy

Dissertation proposal examination committee chair, Indiana University,  
2014:

Student's name: Shengqi Ye  
Degree sought: Ph.D.  
Student's major: ODT  
Job placement: University of Texas at Dallas

Dissertation defense committee member, Peking University,  
2014:

Student's name: Luping Sun  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2014:

Student's name: Xiaomeng Du  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2014:

Student's name: Xiaoyu Zhou  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2014:

Student's name: Wenting Feng  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2014:

Student's name: Xia Wang  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2012:

Student's name: Ping Wang  
Degree sought: Ph.D.  
Student's major: Marketing

Dissertation defense committee member, Peking University,  
2012:

Student's name: Lijun Zhang

Degree sought: Ph.D.  
Student's major: Marketing

Advisor and Dissertation Chair, Indiana University, 2006-2011:  
Student's name: Xiaoling Zhang  
Degree sought: Ph.D.  
Student's major: Marketing  
Job placement: Nanyang Technological University, Singapore

Advisor and Dissertation Co-Chair, Indiana University, 2005-2008:  
Student's name: Yacheng Sun  
Degree sought: Ph.D.  
Student's major: Marketing  
Job placement: University of Colorado at Boulder

Dissertation Co-Chair, Indiana University, 2007-2008:  
Student's name: Michael Wiles  
Degree sought: Ph.D.  
Student's major: Marketing  
Job placement: Arizona State University

Dissertation Committee Member, Indiana University, 2011-2012:  
Student's name: Junlin Du  
Degree sought: Ph.D.  
Student's major: Business Economics & Public Policy  
Job placement: Eastern China University of Science and Technology

Dissertation Committee Member, Indiana University, 2008-2010:  
Student's name: Lan Zhang  
Degree sought: Ph.D.  
Student's major: Business Economics & Public Policy  
Job placement: Southwest Jiaotong University, China

Dissertation proposal examination committee constituent member, Indiana University, 2010:  
Student's name: Nick Lockwood  
Degree sought: Ph.D.  
Student's major: ODT

Dissertation proposal examination committee constituent member, Indiana University, 2008:  
Student's name: Gregory DeYong  
Degree sought: Ph.D.  
Student's major: ODT

Dissertation Committee Member, Indiana University, 2007-2009:  
Student's name: Kyle J. Anderson  
Degree sought: Ph.D.  
Student's major: Business Economics & Public Policy

Dissertation proposal examination committee constituent member, Indiana University, 2007:  
Student's name: Vikram Tiwari  
Degree sought: Ph.D.

Student's major: ODT

Dissertation proposal examination committee constituent member, Indiana University,  
2006:

Student's name: Chang Hoon Oh

Degree sought: Ph.D.

Student's major: Business Economics & Public Policy

Dissertation proposal examination committee constituent member, Indiana University,  
2005:

Student's name: Peter A. Salzarulo

Degree sought: Ph.D.

Student's major: ODT

### **Professional Affiliations**

American Marketing Association

Institute for Operations Research and the Management Sciences

American Statistical Association