

Last update: January 2021

# XIAN GU

HH2100  
1309 E. 10<sup>th</sup> Street  
Bloomington, IN 47405  
xiangu@iu.edu

## EMPLOYMENT

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Indiana University, Kelley School of Business  
Assistant Professor of Marketing  
July 2019 – current

## EDUCATION

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Ph.D. in Marketing  
University of Maryland, College Park, MD  
May 2019

M.A. Economics  
Stony Brook University, Stony Brook, NY  
May 2014

Bachelor of Economics  
Peking University, Beijing, China  
June 2012

## JOURNAL PUBLICATION

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- **Gu, Xian** and P. K. Kannan, “The Dark Side of Mobile App Adoption: Examining the Impact on Customers’ Multichannel Purchase,” *Journal of Marketing Research*, forthcoming.
- **Gu, Xian**, P. K. Kannan, and Liye Ma (2018), “Selling the Premium in Freemium,” *Journal of Marketing*, 82 (6), 10-27 (lead article).
  - Runner up, 2019 Donald R. Lehmann Award
  - Finalist, 2018 Marketing Science Institute/H. Paul Root Award

## MANUSCRIPTS UNDER REVIEW AND SELECTED RESEARCH IN PROGRESS

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- “The ‘Effectiveness’ of Fake Reviews in Online Marketplaces: Competition, Product Attributes, and Review Distinctiveness”, with Jingcun Cao
- “Identifying the Competitors in Geographic Markets Using Spatial Models with High Dimensionality”, with P. K. Kannan
- “The Effect of Temporal Distinctiveness of Aesthetic Design on Used Product Market”, with Juan Bu and Krista Li

## **BOOK CHAPTERS AND OTHER PUBLICATIONS**

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- Kannan, P. K., and Xian Gu (2019), "Customer Centricity and the Impact of Technology," in Robert W. Palmatier, Christine Moorman, and Ju-Yeon Lee, eds., *Handbook on Customer Centricity*, Edward Elgar Publishing: Massachusetts, 300-316.
- Gu, Xian, P. K. Kannan and Liye Ma (2019), "How Companies Can Get the Most Out of a Freemium Business Model," *Harvard Business Review*.

## **TEACHING**

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- Digital Marketing (undergraduate), Kelley School of Business, Indiana University
  - Instructor, Spring 2020/Fall 2020

## **HONORS AND AWARDS**

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Finalist of AMS Mary Kay Dissertation Proposal Award (2019)

AMA Sheth Doctoral Consortium Fellow (2018)

Haring Symposium Fellow (2018)

Winner, Shankar-Spiegel Best Dissertation Proposal Award (2017)

Robert Mittelstaedt Doctoral Symposium Fellow (2017)

INFORMS Marketing Science Doctoral Consortium Fellow (2016)

## **CONFERENCE PRESENTATIONS**

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INFORMS Marketing Science Conference, Online (June 2020)

Marketing Dynamics Conference, College Park, MD (June 2019)

INFORMS Marketing Science Conference, Philadelphia, PA (June 2018)

Haring Symposium, Bloomington, IN (April 2018)

Marketing Dynamics Conference, Hong Kong, China (August 2017)

INFORMS Marketing Science Conference, Los Angeles, CA (June 2017)

Robert Mittelstaedt Doctoral Symposium, Lincoln, NE (March 2017)

AMA Winter Academic Conference, Orlando, FL (February 2017)

INFORMS Marketing Science Conference, Shanghai, China (June 2016)

Advanced Research Techniques (ART) Forum, San Diego, CA (June 2015)

## **SERVICE**

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Ad-Hoc Reviewer for Journals

*Management Science*, 2020

*Marketing Science*, 2020

*Journal of Interactive Marketing*, 2020

*Journal of Marketing*, 2019

*Information System Research*, 2019