

Last update: April 2024

XIAN GU

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EMPLOYMENT

Indiana University, Kelley School of Business
Assistant Professor of Marketing

July 2019 – current

EDUCATION

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

May 2019

M.A. Economics
Stony Brook University, Stony Brook, NY
(Ph.D. comprehensive exams passed)

May 2014

Bachelor of Economics
Peking University, Beijing, China

June 2012

RESEARCH INTERESTS

Substantive: Digital Marketing (live streaming, influencer marketing, and freemium), Market Competition

Methodological: Econometric Models, Causal Inference, Machine Learning, Field and Lab Experiment, Bayesian Models

JOURNAL PUBLICATION (*PhD students)

1. **Gu, Xian**, Xiaoxi Zhang*, and P. K. Kannan (2023), "Influencer Mix Strategies in Livestream Commerce: Impact on Product Sales", forthcoming, *Journal of Marketing*.
 - Invited for IBA Faculty Research Spotlight Series
 - Invited for an online panel discussion hosted by the University of Pittsburgh's Center for Branding
2. **Gu, Xian** and P. K. Kannan (2021), "The Dark Side of Mobile App Adoption: Examining the Impact on Customers' Multichannel Purchase," *Journal of Marketing Research*, 58 (2), 246-264.
 - 2022 Donald R. Lehmann Award
3. **Gu, Xian**, P. K. Kannan, and Liye Ma (2018), "Selling the Premium in Freemium," *Journal of Marketing*, 82 (6), 10-27 (lead article).
 - 2019 Donald R. Lehmann Award, Runner up

- 2018 Marketing Science Institute/H. Paul Root Award, Finalist
 - Invited for [webinar](#) by Editor-in-Chief of Journal of Marketing
4. Keyser, Arne De, Yakov Bart, **Xian Gu**, Stephanie Q. Liu, Stacey G. Robinson, and P. K. Kannan (2021), "Opportunities and Challenges of Using Biometrics for Business: Developing a Research Agenda," *Journal of Business Research*, 136, 52-62.

MANUSCRIPTS UNDER REVIEW AND SELECTED RESEARCH IN PROGRESS (*PhD students)

1. **Gu, Xian**, Jingcun Cao, and Yulin Fang, "The Spillover and Direct Effects of Filtered Online Reviews", *Invited for 3rd-Round Review, Information Systems Research*
2. **Gu, Xian** and P. K. Kannan, "Identifying Competitors with Dependent Covariates and High-Dimensionality Using the CSIS Method", *Invited for 4th-Round Review, Journal of Marketing Research*
3. **Gu, Xian**, Juan Bu, and Krista Li, "Old But Gold? Product Design Innovation and the Value of Used Products in Secondhand Markets", *Invited for 2nd-Round Review, Production and Operations Management*
4. Li, Krista, Jianqiang Zhang, **Xian Gu**, and Guangqi Dong*, "Live Stream Selling and Pay-What-You-Want Tips", *Under Review, Management Science*
5. "The Impact of Open Access on Book Sales from a Diversity, Equity, and Inclusion Perspective: A Field Experiment", with Lin Lei*
6. "The Dynamics of Influencer Marketing Strategies in Livestream Commerce", with Phillip Kim*
7. "Product Competition in Livestream Commerce," with Sheng Liu* and Yiwei Li

BOOK CHAPTERS AND OTHER PUBLICATIONS

1. Kannan, P. K., Xian Gu and Hongshuang (Alice) Li (2023), "Selecting and Optimizing the Freemium Sales Model," *Impact at JMR*.
2. Gu, Xian, P. K. Kannan and Liye Ma (2019), "How Companies Can Get the Most Out of a Freemium Business Model," *Harvard Business Review*.
3. 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.

TEACHING

1. Digital Marketing (undergraduate), Kelley School of Business, Indiana University

- Instructor, Spring 2024/Spring 2023/Spring 2022/Fall 2020/Spring 2020
2. Social Media in Marketing (Ph.D.), Kelley School of Business, Indiana University
 - Instructor (one session), Fall 2021
 3. Marketing Research Methods (undergraduate), Robert H. Smith School of Business, University of Maryland
 - Instructor, Spring 2019/Spring 2017

CONFERENCE PRESENTATIONS AND INVITED TALKS

Marketing Dynamics Conference, Santorini Island, Greece (scheduled, June 2024)
 The Power of Micro-Influencers Workshop by the University of Pittsburgh's Center for Branding, online (April 2024)
 IBA Faculty Research Spotlight Series, Bloomington, IN (February 2024)
 AMA Winter Academic Conference, St. Pete Beach, FL (February 2024)
 Shanghai Jiao Tong University, Shanghai, China (December 2023)
 Fudan University, Shanghai, China (November 2023)
 ISMS Marketing Science Conference, Miami, FL (June 2023)
 AMA Winter Academic Conference, Nashville, TN (February 2023)
 ISMS Marketing Science Conference, Chicago, IL (June 2022)
 AMA Winter Academic Conference, Las Vegas, NV (February 2022)
 ISMS Marketing Science Conference, Durham, NC (June 2020)
 Marketing Dynamics Conference, College Park, MD (June 2019)
 ISMS Marketing Science Conference, Philadelphia, PA (June 2018)
 Haring Symposium, Bloomington, IN (April 2018)
 Marketing Dynamics Conference, Hong Kong, China (August 2017)
 ISMS Marketing Science Conference, Los Angeles, CA (June 2017)
 Robert Mittelstaedt Doctoral Symposium, Lincoln, NE (March 2017)
 AMA Winter Academic Conference, Orlando, FL (February 2017)
 ISMS Marketing Science Conference, Shanghai, China (June 2016)
 Advanced Research Techniques (ART) Forum, San Diego, CA (June 2015)

HONORS AND AWARDS

2023 ISMS Early Career Scholars Camp Fellow
 2022 Donald R. Lehmann Award
 2019 Donald R. Lehmann Award (Runner Up)
 2019 AMS Mary Kay Dissertation Proposal Award (Finalist)
 2018 Marketing Science Institute/H. Paul Root Award (Finalist)
 2018 AMA Sheth Doctoral Consortium Fellow
 2018 Haring Symposium Fellow
 2017 Shankar-Spiegel Best Dissertation Proposal Award
 2017 Robert Mittelstaedt Doctoral Symposium Fellow
 2016 INFORMS Marketing Science Doctoral Consortium Fellow

SERVICE

Doctoral Dissertation/Examination Committee:

Aman Soni (University of Pittsburg)
Philip Kim (Indiana University)
Sohum Mehrotra (Indiana University)
Joanna Li (Indiana University)

Editorial Review Board Member:

Journal of Retailing (2022-)

Ad-hoc Reviewer for Journals:

Marketing Science, Journal of Marketing, Journal of Marketing Research, Management Science, Information System Research, Production and Operations Management, International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of Retailing

Reviewer for Others:

Shankar-Spiegel Best Dissertation Proposal Competition