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EDUCATION

Marshall School of Business, University of Southern California
Ph.D. in Marketing, 2012 (expected)
McGill University, Canada
M.Sc. in Agricultural Economics (coursework), 2005
University of British Columbia, Canada
M.A. in Economics, 2004
Jilin University, China
B.A. in Economics, 2002

RESEARCH INTERESTS

Advertising Effectiveness, New Product Development
Quantitative Marketing, Empirical I.O., Dynamic Structural Models

DISSERTATION

“Product Quality Investment and Advertising: Analysis of the Auto Industry”
▪ Essay 1: Price Advertising by Multiple Channel Members
▪ Essay 2: Predicting Incumbents’ Product Quality Reactions to New Entry
(Proposal defended on May 13th, 2011)

Co-chairs: Kenneth C. Wilbur and S. Siddarth
Committee members: Hai Che, Anthony Dukes, Lan Luo, Guofu Tan

WORKING PAPERS

Linli Xu, Kenneth C. Wilbur, S. Siddarth, and Jorge M. Silva-Risso (2011), “Price Advertising by Multiple Channel Members” (Revise & Resubmit invitation from *Marketing Science*)

Kempe, David, Kenneth C. Wilbur, and Linli Xu (2011), “What can Television Networks Learn from Search Engines? How to Sell Attention Instead of Time” (Revise & Resubmit invitation from *Marketing Science*)

Linli Xu and Kenneth C. Wilbur (2011), “Predicting Incumbents’ Product Quality Reactions to New Entry”

CONFERENCE PRESENTATIONS AND INVITED TALKS

“What can Television Networks Learn from Search Engines? How to Sell Attention Instead of Time,” Frank M. Bass UTD FORMS Conference, Richardson, TX, February 2011

“Manufacturer Advertising and Dealers Association Advertising: Oil and Water, or Oil and Vinegar?” UTD-Frontiers of Research in Marketing (UTD-FORMS) Conference, Richardson, TX, February 2010

“Manufacturer Advertising and Dealer Advertising: Oil and Water, or Oil and Vinegar?” Marketing Dynamic Conference, New York, NY, August 2009

“Manufacturer Advertising and Dealer Advertising: Oil and Water, or Oil and Vinegar?” Brown Bag Seminar, Marketing Department, Fuqua School of Business, Duke University, Durham, NC, August 2009

“Automotive Advertising,” INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 2008

TEACHING EXPERIENCE

University of Southern California

- Instructor, Marketing Fundamentals, Summer 2010
Instructor Rating: 4.33/5
Doctoral Student Excellence in Teaching Award
- Teaching Assistant, Marketing Management (MBA core), Spring 2010

McGill University

- Teaching Assistant, Society and Environment, Fall 2005
- Teaching Assistant, Entrepreneurial Leadership, Fall 2004

University of British Columbia

- Teaching Assistant, Empirical Economics, Summer 2004

TEACHING INTERESTS

Principles of Marketing, Marketing Management, Marketing Research, Advertising Strategy, Market Demand and Sales Forecasting

HONORS AND AWARDS

Doctoral Student Excellence in Teaching Award, USC-Marshall, 2011
AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University, 2011
James S. Ford/Commerce Associates PhD Fellowship, USC-Marshall, 2010
Summer Institute in Competitive Strategy (SICS) travel grant, UC Berkeley, 2010
Participant – Institute on Computational Economics, University of Chicago, 2009
INFORMS Marketing Science Conference Doctoral Consortium Fellow, 2008
Jeffrey Abbott Memorial Scholarship Award, USC-Marshall, 2008
Marshall School of Business Graduate Assistantship, 2007-present
University Scholarship, McGill University, 2004-2005.

International Tuition Scholarship, University of British Columbia, 2003-2004.
Academic Excellence Scholarship, Jilin University, 1998-2001.
Hua Wei Scholarship, Jilin University, 1998-1999.
Dong Rong Scholarship, Jilin University, 1999-2001.
Outstanding Student Social Leader Award, Jilin University, 1999-2000, 2001-2002.

SELECTED COURSEWORK

Graduate Coursework

Microeconomic Theory I
Empirical Industrial Organization
Econometrics I
Econometrics II
Applied Econometrics
Advanced Topics in Econometrics
Economic and Financial Time Series I
Econometrics of Program Evaluation
Data Analysis
Strategic and Marketing Mix Models
Quantitative Modeling in Marketing
Buyer Behavior and Inter-organizational Marketing
Understanding Consumer and Organizational Buying Behavior
Advanced Quantitative Methods in Marketing

Instructor

Juan D. Carrillo
Daniel Ackenberg
Russell Davidson
Victoria Zinde-Walsh
Hyungsik Roger Moon
Chung-Ming Kuan
Cheng Hsiao
Geert Ridder
David Conti
Gerry Tellis and S. Siddarth
Shantanu Dutta and Anthony Dukes
Gary Frazier and C.W. Park
Deborah MacInnis and Valerie Folkes
Anthony Dukes and Kenneth C. Wilbur

REFERENCES

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ABSTRACT

“Predicting Incumbents’ Product Quality Reactions to New Entry,” with Kenneth C. Wilbur (job market paper)

New product launches are riskier and more expensive than any other marketing activity. Several techniques exist to forecast a new product’s market share prior to launch, but very few of them takes into account incumbent firms’ possible competitive reactions in their product quality. We adapt the dynamic oligopoly competition model of Ericson and Pakes (1995) to predict how incumbent firms will adjust their product quality in response to new product entry. We apply the proposed technique to the U.S. full-size pickup truck market to understand how manufacturers’ quality decisions depend on quality differentials and costs of research and development. Preliminary results show that the proposed model predicts well and outperforms a benchmark reduced-form model.

“Price Advertising by Multiple Channel Members,” with Kenneth C. Wilbur, S. Siddarth, and Jorge Silva-Risso (Revise & Resubmit invitation from *Marketing Science*)

It is known that prices may signal quality, that prices are often communicated by advertising, and that the source of an advertisement is a key determinant of its effect. Taken together, these three facts suggest price advertising by different channel members may have different effects. In particular, price advertising by manufacturers should result in lower product quality perceptions than price advertising by retailers or dealers. This article uses content analysis, an experiment, and econometrics to establish the internal and external validity of this prediction. To assess the potential importance of the effect, counterfactual analysis suggests that full coordination of the channel’s price advertising messages could raise channel profits by about 3%.

“What can Television Networks Learn from Search Engines? How to Sell Attention Instead of Time,” with David Kempe and Kenneth C. Wilbur (Revise & Resubmit invitation from *Marketing Science*)

When a television advertisement causes viewers to switch channels, it reduces the audience available to subsequent advertisers. This switching is not reflected in the advertisement price, resulting in a negative externality. This paper argues that networks should shift from selling *time* to selling the scarce resource that advertisers want to buy, *viewer attention*. It proposes a natural model to analyze the television network’s problem of how to select, order, and price advertisements in order to maximize advertiser welfare. It proposes the Audience Value Maximization Algorithm (AVMA), which considers many possible advertisement orderings within a deterministic dynamic programming framework with an efficient pricing mechanism. Set-top box advertising exposure data are used to estimate viewer switching probabilities and advertiser willingness-to-pay for viewers in order to evaluate the algorithm’s performance. In a series of simulations, AVMA increases aggregate advertiser welfare 3-7% relative to networks’ traditional practices, consistently finds the best possible solution, and runs quickly enough to implement.