Nan Li

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nanlimarketing.github.io

ACADEMIC POSITION

Tongji University, School of Economics and Management

Assistant Professor of Marketing, 2019 - current

EDUCATION

University of Rochester, Rochester, NY

PhD, Marketing, 2013 - 2019

Southeast University, Nanjing, China

M.S., Economics, 2010 - 2013

Guangdong University of Foreign Studies, Guangzhou, China

B.A., English for Business, 2006 - 2010

PUBLICATION

- Avery Haviv, Yufeng Huang and Nan Li, "Intertemporal Demand Spillover Effects on Video Game Platforms", *Management Science*, 2020, 66(10):4788-4807.
  - *Finalist*, 2023 Management Science marketing dept. best paper awards.
- Yumei He, Xiangyang Zhang and Nan Li, 2012. "Literature Review on Proceedings of Foreign Studies on Digital Piracy", Modern Economic Inquiry, 12. (In Chinese)

WORKING PAPERS

- "Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry", with Avery Haviv and Mitch Lovett, conditionally accepted at *Marketing Science*.
- "Platform Design and Competitive Price Targeting", with Ruiqi Wu and Yufeng Huang, major revision at *Marketing Science*.
- "The Spillover Effects of Copycat Apps and App Platform Governance", with Avery Haviv and Jingcun Cao.

WORK IN PROGRESS

- "Are Goal Achievements Effective in Driving Product Usage? Evidence from a Video Game Platform" with Honglin Deng and Heng Zhao.
- "Does Competition Result in Excessive Clickbaits in News?" with Yi Tang

PRESENTATIONS

"The Spillover Effects of Copycat Apps and App Platform Governance"
-City University of Hong Kong, 2024
-Shanghai Marketing Academic Salon, 2023
-Fudan University, 2023
-Shanghai Jiaotong University, 2023
-POMS China Conference, 2023
-Shanghai University of Finance and Economics, 2022
-Marketing Science Conference, Rochester (online), 2021
-SDBD conference, online, 2020

"Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry"
    -ZEW conference on ICT, 2023
    -China Marketing International Conference, 2023
    -Marketing Dynamics Conference, Maryland, 2019
    -Tongji University, 2019
    -Shanghai University of Finance and Economics, 2019
    -Xiamen University, 2019

"Intertemporal Demand Spillover Effects on Video Game Platforms"
    -Marketing Dynamics Conference, HKUST, 2017
    -Marketing Science Conference, Fudan University, 2016

TEACHING EXPERIENCE

- Data Mining and Text Mining (graduate), Spring 2024
- Methods in Marketing Research (graduate), Spring 2020, Fall 2021
- Service Marketing (undergraduate), Fall 2022

GRANTS AND HONORS

- Shanghai Pujiang Talent Program, 2020
- ISMS Doctoral Consortium Fellow, 2016
- Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015
- Doctoral Fellowship, Simon Business School, 2013-2018
- Merit Student, Guangdong University of Foreign Studies, 2010

LANGUAGES

Computer Programming:
- R, MATLAB, Python, Stata, C, C++, CUDA C, BASH Script

Human:
- Mandarin (native), English (fluent)