

NAN LI

CONTACT INFORMATION	Room 2130, Tongji Building A, No. 1500 Siping Road Shanghai 200092, China	nanli88@tongji.edu.cn +8613951609141
ACADEMIC POSITION	Tongji University , School of Economics and Management Assistant Professor of Marketing	2019 - current
EDUCATION	University of Rochester , Rochester, NY PhD, Business Administration	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	<ul style="list-style-type: none">• Avery Haviv, Yufeng Huang and Nan Li, “Intertemporal Demand Spillover Effects on Video Game Platforms”, <i>Management Science</i>, 2020, 66(10):4788-4807. – <i>Finalist</i>, 2023 Management Science marketing dept. best paper awards.• Yumei He, Xiangyang Zhang and Nan Li, “Literature Review on Proceedings of Foreign Studies on Digital Piracy”, <i>Modern Economic Inquiry</i>, 2012, 12. (In Chinese)	
WORKING PAPERS	<ul style="list-style-type: none">• “Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry”, with Avery Haviv and Mitch Lovett, accepted at <i>Marketing Science</i>.• “Platform Design and Competitive Price Targeting”, with Ruiqi Wu and Yufeng Huang, major revision at <i>Marketing Science</i>.• “The Spillover Effects of Copycat Apps and App Platform Governance”, with Avery Haviv and Jingcun Cao, reject & resubmit at <i>Management Science</i>.	
WORK IN PROGRESS	<ul style="list-style-type: none">• “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• “Competition and Planned Obsolescence - Evidence from Discrete GPU Market”	

PRESENTATIONS	<p>“The Spillover Effects of Copycat Apps and App Platform Governance”</p> <ul style="list-style-type: none"> -2024 Marketing Science Conference, Sydney -2024 City University of Hong Kong -2023 Shanghai Marketing Academic Salon -2023 Fudan University -2023 Shanghai Jiaotong University -2023 POMS China Conference -2022 Shanghai University of Finance and Economics -2021 Marketing Science Conference, Rochester (online) -2020 SDBD conference, online
	<p>“Opposing Influences of YouTube Influencers: Purchase and Usage Effects in the Video Game Industry”</p> <ul style="list-style-type: none"> -2024 Shanghai Jiaotong University -2023 ZEW conference on ICT, Mannheim -2023 China Marketing International Conference, Chengdu -2019 Marketing Dynamics Conference, Maryland -2019 Tongji University -2019 Shanghai University of Finance and Economics -2019 Xiamen University
	<p>“Intertemporal Demand Spillover Effects on Video Game Platforms”</p> <ul style="list-style-type: none"> -2017 Marketing Dynamics Conference, HKUST -2016 Marketing Science Conference, Fudan University
TEACHING EXPERIENCE	<ul style="list-style-type: none"> • Data Mining and Text Mining (graduate), Spring 2024 • Methods in Marketing Research (graduate), Spring 2020, Fall 2021 • Service Marketing (undergraduate), Fall 2022, Fall 2024
STUDENTS	<ul style="list-style-type: none"> • Yi Tang (Tongji University, Master advisor, Expected 2025) • Fan Tong (Tongji University, Undergraduate advisor, 2024, MSc Marketing & Strategy, University of Warwick)
GRANTS AND HONORS	<ul style="list-style-type: none"> • 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	<p>Computer Programming:</p> <ul style="list-style-type: none"> • R, MATLAB, Python, Stata, C, C++, CUDA C, BASH Script <p>Human:</p> <ul style="list-style-type: none"> • Mandarin (native), English (fluent)