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EDUCATION

2004 Ph.D., Northwestern University, Kellogg School of Management, Marketing

1999 M.S., Purdue University, Retail Management

1996 B.S., Sun Yat-sen University, International Business

ACADEMIC APPOINTMENT

2020-
2012-2020 Professor of Marketing,
Associate Professor of Marketing,
Naveen Jindal School of Management, University of Texas at Dallas

2011-2012 Associate Professor of Marketing,
2007-2011 Assistant Professor of Marketing,
2006-2007 Visiting Assistant Professor of Marketing,
Olin Business School, Washington University in St. Louis

2003-2007 Assistant Professor of Marketing,
Rutgers Business School, Rutgers University

RESEARCH INTERESTS

- Digital Marketing
- Pharmaceutical and Healthcare Marketing
- Social Network and Social Influence
- Social Media and Content Marketing

HONORS AND AWARDS

- AMA-Sheth Doctoral Consortium Faculty Fellow, 2017 and 2018
- Faculty Mentor for Doctoral Consortium at China International Marketing Conference, 2015
- University of Houston Doctoral Symposium Faculty Representative, 2014
- Olin Award for the paper “Measuring the Lifetime Value of Customers Acquired from Google Search Advertising”, 2012
- AMA-Sheth Doctoral Consortium Student Fellow, 2002
- ISBM Doctoral Dissertation Award, 2001

PEER REVIEWED JOURNAL PUBLICATIONS

“Value of Local Showrooms to Online Competitors” with Jayarajan Samuel and Eric Zheng, *MIS Quarterly*, 2020, 44(3), 1073-1106

“Is a Picture Worth a Thousand Words? An Empirical Study of Imagery Content and Social Media Engagement” with Yiyi Li, *Journal of Marketing Research*, 2020, 57(1), 1-19

“Word-of-Mouth, Observed Adoptions, and Anime Watching Decisions: The Role of the Personal versus the Community Network” with Mina Ameri and Elizabeth Honka, 2019, *Marketing Science*, 38(4), 567-583

“It’s Not Just What You Say, but How You Say It: The Effect of Language Style Matching on Perceived Quality of Consumer Reviews” with Angela Liu and Jurui Zhang, 2019, 46, *Journal of Interactive Marketing*, 70-86

“Modeling Multi-Channel Advertising Attribution Across Competitors” with Yiyi Li and Eric Zheng, 2019, *Management Information System Quarterly*, 43(1), 263-286.

“Price Search and Periodic Price Discounts” with Xing Zhang and Tat Chan, 2018, *Management Science*, 64(2), 495-510.

“An Empirical Study of Physicians’ Sample-Dispensing Decisions: Evidence for the Roles of Experimentation and Subsidy” with Xiaojing Dong, 2014, *Journal of Marketing Analytics*, 2(3), 135-161.

“The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication” with Xiaojing Dong and Ramkumar Janakiraman, 2014, *Marketing Science*, 33(4), 567-585

“The Influence of the Number of Presented Symptoms in Product-Claim Direct-to-Consumer Advertising on Behavioral Intentions” with Nikki Lee-Wingate, 2013, *International Journal of Pharmaceutical and Healthcare Marketing*, 7(3), 265-284.

“Treatment Effectiveness and Side-effects: A Model of Physician Learning” with Tat Chan and Chakravarthi Narasimhan, 2013, *Management Science*, 59(6), 1309-1325.

“Facilitating Fit-Revelation in the Competitive Market” with Z. Jane Gu, 2013, *Management Science*, 59(5), 1196-1212

“Competition in a Status Goods Market” with Dmitri Kuksov, 2012, *Journal of Marketing Research*, 49(5), 609-623.

“Measuring the Value of Customer Acquisition from Google Search Advertising” with Tat Chan and Chunhua Wu, 2011, *Marketing Science*, 30(5), 837-850.

“Pricing, Frills, and Customer Ratings” with Dmitri Kuksov, 2010, *Marketing Science*, 29(5), 925-943.

“Consumer Perceptions of Product-Claim versus Help-Seeking Direct-to-Consumer Advertising” with Nikki Lee-Wingate, 2010, *International Journal of Pharmaceutical and Healthcare Marketing*, 4(3), 232-246.

“The Role of Targeted Communication and Contagion in Product Adoption” with Puneet Manchanda and Nara Youn, 2008, *Marketing Science*, 27(6), 961-976.

“Hedging Your Bets: Assessing the Outcome” with Susan Jung Grant, 2007, *Journal of Marketing Research*, 44(3), 516-524.

“Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry” with Manchanda, P., Wittink, D., Ching, A., Cleanthous, P., Ding, M., Dong, X. J., Leeftang, P. S., Misra, S., Mizik, N., Narayanan, S., Steenburg, T., Wieringa, J. E., and Wosinska, M., 2005, *Marketing Letters*, 16(3-4), 293-308.

BOOK CHAPTERS

“Evaluating the Impact of Treatment Effectiveness and Side Effects on Prescription Drug Choices” with Tat Chan and Chakravarthi Narasimhan, in Ding, Min, Eliashberg, Jehoshua, and Stremersch, Stefan (editors): *Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research, and Policies*, Springer, 2014, 171-188.

“Understanding Sample Usage and Sampling as a Promotion Tool – State of Industry Practice and Current Research” with Xiaojing Dong and Michael Li, in Ding, Min, Eliashberg, Jehoshua, and Stremersch, Stefan (editors): *Innovation and Marketing in Pharmaceutical Industry: Emerging Practices, Research, and Policies*, Springer, 2014, 507-530.

“Direct-to-Consumer Advertising for MIS Arthroplasty” with Jonathan L. Shaffer and Lakshman Krishnamurthi, in Hozack, W. J., Krismer, M., Nogler, M., Bonutti, P. M., Rachbauer, F., Schaffer, J. L. and Donnelly, W. J. (editors): *Minimally Invasive Total Joint Arthroplasty*, Heidelberg, Germany, Springer Medizin Verlag, 2004, 309-317.

SERVICES

Editorial Board Member:

Journal of Interactive Marketing, 2018- present

Ad Hoc Reviewer:

Marketing Science, Management Science, Marketing Letters, Journal of Consumer Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Personal Selling and Sales Management, International Journal of Pharmaceutical and Healthcare Marketing, Marketing Theory, Journal of Economic Psychology, Review of Marketing Science, Information System Research, Production and Operations Management, the Journal of Royal Statistics Society (Series A), MSI's Clayton Dissertation Proposal Competition, European Marketing Academy Conference, AMA Summer Educator's Conference, JMS Doctoral Consortium Research Competition, ICDCS (IEEE International Conference on Distributed Computing Systems) 2019

Conference Organizing:

Faculty organizer of UTD Bass FORMS Conference, 2013, 2020

PhD Student Advising:

Chair of PhD dissertation committee for the following students:

Mina Ameri at UT Dallas, first placement: University of Pittsburgh (2018)

Yiyi Li at UT Dallas, first placement: University of Delaware (2017)

Member of dissertation committee for the following students:

Boram Lin (ongoing) at UT Dallas, first placement: University of Kansas (2019)

Chenxi Liao (ongoing) at UT Dallas, first placement: Chinese University of Hong Kong (2019)

Xing Zhang (2013), Chunhua Wu (2012), Kyryl Lakishyk (2012), Tingting He (2008), Sudipt Roy (2008), Ciju Nair (2010), and Yeu-Jun Yoon (2011), all at Washington University in Saint Louis

Outside Chair of PhD dissertation examination committee for the following students:

Jing Yuan (2018), Ke Xu (2017), Tatiana Erekhinskaya (2014), and Yuehong Chen (2013), all at UT Dallas

TEACHING

“Social Media Marketing and Insights”, graduate, University of Texas at Dallas, 2017 - present

“Marketing Management”, graduate, University of Texas at Dallas, 2016 - present

“Advertising Research”, graduate, University of Texas at Dallas, 2012 - 2015

“Principles of Marketing”, undergraduate, University of Texas at Dallas, 2012 - 2015

“Marketing Strategy”, undergraduate, Washington University in St Louis, 2007-2011

“International Marketing”, undergraduate and MBA, Washington University in St Louis, 2007, 2010 - 2012

“Marketing Research”, MBA, Rutgers University, 2005-2006

“Marketing Strategy”, MBA, Rutgers University, 2005

“Introduction to Marketing”, undergraduate, Rutgers University, 2003-2005

“Introduction to Marketing”, undergraduate, Northwestern University, 2001

CONFERENCE PRESENTATIONS

“Digital Piracy, Creative Productivity, and Customer Care Efforts,” China International Marketing Conference, July 2019

“Web Scraping, Content Mining, and Research Opportunities,” invited presentation, Doctoral Consortium of China International Marketing Conference, July 2019

“From Strangers to Friends: A Mode of Tie Formation, Product Adoption and Content Generation,” invited presentation, International Forum of Marketing Science and Applications, June 2019

“Digital Piracy, Extrinsic Incentive, and Writer Effort,” CMU Digital Marketing and Machine Learning Conference, December 2018

“Unstructured Data and Content Marketing Research,” invited keynote presentation, China Marketing Association of Universities Annual Conference, July 2018

“Effective Teaching of Social Media Analytics,” invited presentation on Teaching Marketing Analytics: Challenges and Solutions, AMA Sheth Doctoral Consortium, June 2018

“Modeling Dynamics in Equity-Based Crowdfunding,” invited discussion, UTD FORMS Conference, March 2018

“Web Scraping and Content Mining,” invited presentation on New Research Technologies, AMA Sheth Doctoral Consortium, June 2017

“Dynamic Effect of Digital Badging on User-Generated-Content Platforms,” Marketing Science Conference, June 2017

“Ideology Matching, Message Congruency and Social Media Rebroadcasting,” Marketing Science Conference, June 2016.

“Season Ticket Value and The Secondary Market,” invited discussion, UTD FORMS Conference, February 2016.

“Modeling Mean-Deviation-And-Heuristic-Based Expectation: An Application to Consumer Level Progression in Online Gaming”, invited discussion, Summer Institute in Competitive Strategy (SICS), August 2015.

“Multi-channel Advertising Effectiveness in Consumer Purchase Funnel”, invited Presentation, International Forum of Marketing Science and Applications (IFMSA), July 2015.

“The Value of Customer Satisfaction Ratings”, invited discussion, UTD FORMS Conference, February 2015.

“Incentives, Click Frauds, and Strategic Responses: An Analysis of Online Affinity Program,” China International Marketing Conference, July 2014.

“The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication,” Kellogg Theory and Practice in Marketing Conference, May 2014.

“The Effects of Product Design and Marketing Effectiveness: An Empirical Study of the Automobile Industry,” invited discussion, UTD FORMS Conference, February 2014.

“The Impact of Sales Visits on Mere-Measurement Effect,” Marketing Science Conference, July 2013

“Creating Word of Mouth: Incentives and Strategic Behavior,” Yale China India Insight Conference, August 2012

“Competition in a Status Goods Market,” QME Conference, September 2011

“The Impact of Treatment Effectiveness and Side-effects on Prescription Choice,” Yale Conference on Consumer Insights, May 2007

“Understanding the Role of Sampling in Physician Prescription Behavior,” Marketing Science Conference, June 2006

“Optimal Matching Sales Force to the Customer,” MSI Special Conference of Enhancing Sales Force Productivity, April 2006

“Consumer Susceptibility to Interpersonal Influence: A Cross-National Study,” AMA Summer Educators’ Conference, July 2005

“Incorporating Quality of Sales Calls in Response Modeling: the Role of Mirroring and Positioning,” INFORMS Marketing Science Conference, June 2005

“The Role of Marketing Activity and Contagion in Adoption: An Individual Analysis in the Pharmaceutical Industry,” the Sixth Choice Symposium, June 2004

“The Impact of DTC Advertising and Detailing on Patient Visit, Brand Request, and Physician Compliance,” Special Session on Pharmaceutical Marketing, INFORMS Annual Meeting, October 2003

“The Role of Marketing Activity and Contagion in Adoption: An Individual Analysis in the Pharmaceutical Industry,” Marketing Science Conference, June 2003

“Direct-to-Consumer Advertising, Direct-to-Physician Marketing, and Competition in the Pharmaceutical Industry: An Integrated Marketing Communication View,” Marketing Science Conference, June 2002

“Investigating the Effect of Sales Effort on Physicians’ Prescription Behavior: A Latent Class Negative Binomial Model Approach,” Marketing Science Conference, July 2001

“Investigating the Effect of Sales Effort on Physicians’ Prescription Behavior,” Symposium on Measuring and Managing Promotional Effectiveness in the Pharmaceutical Industry, Northwestern University, June 2001

INVITED RESERRCH SEMINAR

“Digital Piracy, Creative Productivity, and Customer Care Efforts,” Lingnan College, Sun Yat-sen University, July 2019

“Binge-watching and Media Franchise Engagement,” Fudan University and Shanghai University of Finance and Economics, July 2019

“A Model of Network Dynamics: Tie Formation, Product Adoption, and Content Generation,” Tsinghua University and Jinan University, May 2018

“Modeling Multi-Channel Advertising Attribution Across Competitors,” Management School, Sun Yat-sen University, May 2018

“A Model of Network Dynamics: Tie Formation, Product Adoption, and Content Generation,” Carey Business School, Johns Hopkins University, March 2018

“A Model of Network Dynamics: Tie Formation, Product Adoption, and Content Generation,” VOYA Financial Colloquium “Marketing in a Digitalized Marketplace”, University of Connecticut, October 2017

“Is a Picture Worth a Thousand Words? An Empirical Study of Imagery Content and Social Media Engagement,” Jinan University, June 2017

“Word of Mouth, Observational Learning, and Product Adoption: Evidence from An Anime Platform,” Shenzhen University, June 2016

“Word of Mouth, Observational Learning, and Product Adoption: Evidence from An Anime Platform,” University of Iowa Marketing Symposium, May 2016.

“Multi-channel Advertising Effectiveness in Consumer Purchase Funnel”, Fudan University, June 2015

“The Impact of Marketing Communication on Mere-measurement Effect”, Fudan University and Sun Yat-sen University, June 2012

“A Model of Detailing on Prescription Choices”, The University of Texas at Dallas, October 2011

“Measuring the Value of Customer Acquisition from Google Search Advertising”, University of Missouri, Saint Louis, November, 2010

“Promotion Mix Management in the Prescription Pharmaceutical Industry”, Blanche and Irwin Lerner Center for Pharmaceutical Management Studies, March 2006

“The Role of Targeted Communication and Contagion in Adoption: An Individual Analysis in the Pharmaceutical Industry”, Olin Business School, Washington University in St Louis, February 2006

“Models of Promotion Mix Management with an Application to the Pharmaceutical Industry”, Management Science Division of Wyeth Pharmaceuticals, February 2004

“Promotion Mix Management in the Pharmaceutical Industry”, INSEAD, Singapore Management University, Purdue University, Rutgers University, University of British Columbia, and Georgetown University, 2002