

## Krista J. Li

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Department of Marketing  
Kelley School of Business  
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### EMPLOYMENT

Assistant Professor of Marketing, Indiana University, July 2016 - Current  
Manager of Analytical Consulting, Symphony Marketing Solutions (IRI), 2006-2011.  
Senior Statistician, Revonet Inc, 2005-2006.

### EDUCATION

Ph.D. Marketing, Texas A&M University, 2011-2016.  
M.A., International Relations & Economics, Yale University, 2002-2004.  
B.B.A., Marketing, Lingnan University, Hong Kong, 1999-2002.

### RESEARCH INTERESTS

Substantive: Behavior-Based Targeting, Product Design, Behavioral Industrial Organization.  
Methods: Game Theory, Empirical Modeling.

### PUBLICATIONS

1. **Li, Krista J.** and Sanjay Jain (2016),  
“Behavior-Based Pricing: An Analysis of the Impact of Peer-Induced Fairness,”  
*Management Science*, 62(9), 2705-2721.
2. Liu, Yan, **Krista J. Li**, Haipeng Chen, and Subramanian Balachander (2017),  
“The Effects of a Product’s Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency,”  
*Journal of Marketing*, 81(1), 83-102.
3. Jain, Sanjay and **Krista J. Li** (2018),  
“Pricing and Product Design for Vice Goods: A Strategic Analysis,”  
*Marketing Science*, 37(4), 592-610.
4. **Li, Krista J.** (2018),  
“Behavior-Based Pricing in Marketing Channels,”  
*Marketing Science*, 37(2), 310-326.
5. **Li, Krista J.** (2019),  
“Status Goods and Vertical Line Extensions,”  
*Production and Operations Management*, 28(1), 103-120.
6. **Li, Krista J.** and Yan Liu (2019),  
“Same or Different? An Aesthetic Design Question,”  
*Production and Operations Management*, 28(6), 1465-1485.
7. Li, Xi, **Krista J. Li**, and Xin (Shane) Wang (2020),  
“Transparency of Behavior-Based Pricing,”  
*Journal of Marketing Research*, 57(1), 78-99.

8. **Li, Krista J.** (2020),  
“Behavior-Based Quality Discrimination,”  
*Manufacturing & Service Operations Management, Articles in Advance.*
9. Zhang, Jianqiang and **Krista J. Li** (2020),  
“Quality Disclosure under Consumer Loss Aversion,”  
*Management Science, Accepted.*

#### SELECTED PAPERS IN REVIEW PROCESS

10. Li, Xi, **Krista J. Li**, and Yan Xiong,  
(*Major Revision, Marketing Science*).
11. **Li, Krista J.**,  
(*Major Revision, International Journal of Research in Marketing*).
12. **Li, Krista J.**,  
(*Major Revision, International Journal of Research in Marketing*).
13. Li, Xi and **Krista J. Li**,  
(*Reject with Resubmit, Journal of Marketing Research*).
14. Bu, Juan, Eric Y. Zhao, and **Krista J. Li**,  
(*Under 1st-Round Review, Organization Science*).

\* Titles of working papers are hidden to protect the double-blinded review process.

#### BOOK CHAPTER

1. Venkatesh Shankar and **Krista J. Li** (2014),  
“Leveraging Social Media in the Pharmaceutical Industry” *Innovation and Marketing in the Pharmaceutical Industry, International Series in Quantitative Marketing*, 20. Min Ding, Jehoshua Eliashberg, and Stefan Stremersch (eds.), Springer.

#### TEACHING

- **Undergraduate Courses:**
  - Marketing Research, Kelley School of Business, Indiana University.  
(Evaluations: Instructor 6.0, Dean’s 8 6.1 out of 7).
  - Marketing Research, Mays Business School, Texas A&M University.  
(Evaluations: Instructor 4.9, Course 4.7 out of 5).
- **PhD Course:**
  - Analytical Modeling in Marketing, Indiana University.
- **EMBA Courses:**
  - Data Analysis and Modeling, School of Business, University of Alberta.  
(Evaluations: Instructor 4.9, Course 4.9 out of 5).
- **MBA Courses:**
  - Data Analysis and Decision Making, School of Business, University of Alberta  
(Evaluations: Instructor 4.3, Course 4.2 out of 5).

## PRESENTATIONS

- 2020, University of Maryland (invited)
- 2020, Boston College (invited)
- 2020, AMA Summer Academic Conference (invited)
- 2020, China Marketing International Conference
- 2020, Indiana-wide COVID19 Research Conference
- 2020, Marketing Science Conference, Duke University
- 2020, City University of Hong Kong
- 2020, Indiana University, Marketing Department Doc Day
- 2020, University of Florida
- 2020, Ivey Business School, Western University
- 2019, The Wharton School, University of Pennsylvania
- 2019, University of California, Riverside
- 2019, Georgetown University
- 2019, University of Notre Dame
- 2019, Production and Operations Management Conference, Washington DC
- 2019, Department of Operations & Decision Technologies, Indiana University
- 2019, American Marketing Association Winter Conference
- 2019, Texas A&M University
- 2017, ETH/NYU Design Conference, New York University\*
- 2016, American Marketing Society Conference
- 2016, Marketing Science Conference, Fudan University\*
- 2016, Theory+Practice in Marketing (TPM) Conference, Houston\*
- 2016, University of Houston
- 2015, Indiana University
- 2015, Rutgers University
- 2015, Michigan State University
- 2015, North Carolina State University
- 2015, University of Alberta
- 2015, Harvard University
- 2015, Emory University
- 2015, Johns Hopkins University\*
- 2015, Marketing Science Conference, Johns Hopkins University\*
- 2014, INFORMS Marketing Science Conference
- 2014, Frank M. Bass UT Dallas Frontiers of Research in Marketing Science\*
- 2014, 1st Invitational Symposium on Marketing and Innovation ECMI-AMA-EMAC, Netherlands\*
- 2013, Marketing Science Conference, Boston University
- 2012, Texas A&M University
- 2012, University of Houston\*

\*Talks by co-authors

## AWARDS & HONORS

- 2020, Faculty Representative, AMA-Sheth Foundation Doctoral Consortium (invited)
- 2020, Faculty Representative, Mittelstaedt Doctoral Symposium, University of Nebraska - Lincoln (invited)
- 2020, Finalist, Chinese Marketing Scholar Best Paper Award
- 2019, Research Fellow, Center for the Business of Life Sciences, Kelley School of Business
- 2019, Junior Faculty in Marketing Science, Inaugural Faculty Development Forum, Washington University in St. Louis
- 2019, Early-Career Faculty Consortium Fellow, Marketing Strategy Consortium, Indiana University.
- 2017, Marketing Science Institute Young Scholar Research Grant \$5,000.
- 2016, Finalist, Mary Kay/AMS Dissertation Proposal Competition.
- 2015, Dean's Award for Outstanding Research, Mays Business School, Texas A&M University.
- 2015, Dean's Award for Outstanding Teaching, Mays Business School, Texas A&M University.
- 2015, Inaugural AMS Doctoral Consortium Fellow, Denver.
- 2014, AMA-Sheth Doctoral Consortium Fellow, Northwestern University
- 2014, INFORMS Doctoral Consortium Fellow, Emory University, Atlanta
- 2012, INFORMS Doctoral Consortium Fellow, Boston University, Boston
- 2012, College Scholarship for Outstanding PhD Students, Texas A&M University
- 2011, Doctoral Fellowship, Mays Business School, Texas A&M University

## COURSES THAT TEACH MY RESEARCH

- MKTG3527: Pricing Strategies, Faculty of Business and Economics, The University of Hong Kong
- 4614A/B: Social Media Analytics and Digital Marketing, Ivey Business School, Western University
- MKTG2501: Introduction to Marketing, Faculty of Business and Economics, The University of Hong Kong
- M550: Consumer Insights, Kelley School of Business, Indiana University.
- MKTG680-600: Doctoral Seminar on Consumer Behavior and Decision Making, Mays Business School, Texas A&M University

## MEDIA COVERAGE

- "The Perfect Car, According to Science," *Science Daily*.
- "The Ideal Look: Managing Aesthetics in Product Design," *American Marketing Association*.
- "The Effects of a Product's Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Journal of Marketing Research Spotlight*.
- "Krista Li on Product Design and Marketing," *Kelley Faculty Research*.
- "Behavior-Based Pricing Helps Profits, Capitalizes on Consumer Concerns," Business Research in Action, *At Mays*.

## SERVICE

- Ad-hoc Reviewer:
  - Marketing Science
  - Management Science
  - Journal of Marketing Research
  - Journal of Marketing
  - Manufacturing & Service Operations Management
  - Production and Operations Management
  - International Journal of Research in Marketing
  - Marketing Letters
  - Review of Industrial Organization
  - Decision Science
  - American Marketing Association (AMA) Conferences
  - International Transactions in Operational Research
- Dissertation Committee:
  - Peng Liu, Department of Marketing, Indiana University, 2019.  
Placement: Santa Clara University.
- Department Committee:
  - Recruiting Committee, Department of Marketing, Indiana University, 2016 - present.
  - Doctoral Program Committee, Department of Marketing, Indiana University, 2016 - present.
  - Reviewer for first- and second-year PhD student papers, Department of Marketing, Indiana University, 2016 - present.
    - \* Luciano Lapa (2019)
    - \* Jingcun Cao (2017)
- School Committee:
  - Academic Fairness Committee, Kelley School of Business, Indiana University, 2019 - present.
  - Ph.D. Examination Committee (Leslie Hodder), Kelley School of Business, Indiana University, 2020 - present.
- Community:
  - President, Bloomington Indiana Scholastic Chess Club, 2018 - present.
  - Tournament Director, United States Chess Federation, 2018 - present.