

# ELLA J. XU

Goizueta Business School  
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## Academic Positions

### Goizueta Business School, Emory University

Assistant Professor of Marketing

2025 -

## Education

### New York University

Ph.D., Marketing

2019 - 2025

*Dissertation Committee:* Tülin Erdem (co-chair), Raluca Ursu (co-chair), Runshan Fu (co-chair), Bryan Bollinger

### Columbia University

M.S., Marketing Science

2018 - 2019

### Tsinghua University

B.E., Industrial Engineering

2014 - 2018

## Research Interests

Quantitative Marketing, Consumer Search, Information Acquisition and Processing, Algorithmic Fairness, Online and In-store Retailing

Deep Learning, Machine Learning, Unstructured Data, Field Experiments, Econometrics

## Working Papers

“An Explainable and Theory-Driven Deep Learning Architecture for Consumer Search and Consideration Sets”

with Runshan Fu, Tülin Erdem, Bryan Bollinger, and Raluca Ursu

### Job Market Paper

“The Impact of Product Location Changes on Habits, Search, and Purchase Decisions”

with Bryan Bollinger, Raluca Ursu, and Gavan Fitzsimons

## Works in Progress

“Mitigate Algorithm Bias Across Demographics Groups with Explainability”

with Tülin Erdem, Runshan Fu

“The Impact of Complexity, Sociodemographics, and Prior Information on Consumer Search and Consideration”  
with Tülin Erdem, Raluca Ursu

### **Machine Learning Conference Proceedings (Peer-reviewed)**

Ella J. Xu, Bo Tang, Xiao Liu, and Feiyu Xiong (2020), “Automatic Aspect-Based Sentiment Analysis (AABSA) from Customer Reviews”, The Workshops of the Thirty-Fourth AAAI Conference on Artificial Intelligence

### **Seminars, Conferences, and Workshops**

National University of Singapore, Rutgers, Yale SOM, UCL SOM, Emory (Goizueta)	2024
4th Annual AI in Management Conference, USC Marshall School of Business	2024
INFORMS Marketing Science Conference, virtual	2022
AAAI-20 Affective Content Analysis Workshop*	2020

\* presented by coauthors

### **Teaching Experience**

#### **Instructor**

Introduction to Marketing (Undergraduate Core 3 Credits)	Summer 2022
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#### **Teaching Fellow**

New Products (MBA), Eitan Muller	Fall 2024, Fall 2023
Data Driven Decision Making (Master), Xiao Liu	Summer 2023
Data Driven Decision Making (Undergraduate), Xiao Liu	Spring 2023
Marketing (Master), Russell Winer	Fall 2022

### **Fellowships & Awards**

Doctoral Fellowships, Fubon Center for Technology, Business and Innovation	2024
New York University Stern Joseph H. Taggart Fellowship	2023
INFORMS Marketing Science Doctoral Consortium Fellow	2023
New York University Stern Doctoral Fellowship	2019 - 2024