

H. Alice Li

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ACADEMIC POSITIONS

Associate Professor (with tenure), Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, May 2022 – present.

Assistant Professor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, June 2017 – May 2022.

Assistant Professor, Department of Marketing, Kelley School of Business, Indiana University, June 2014 – May 2017.

EDUCATION

Ph. D. Robert H. Smith School of Business, University of Maryland, 2014.

M. S. University of Illinois, Urbana-Champaign, 2009.

B. S. Renmin University of China, 2007.

RESEARCH INTERESTS

Substantive: consumer path to purchase, multi-touch attribution, marketing mix model, search engine marketing, marketing analytics, textual analysis, digital goods, and software as a service.

Methods: machine learning, deep learning, neural networks, Bayesian statistics, experiments, and econometrics.

ARTICLES IN PEER-REVIEWED JOURNALS

[Google Scholar Citations: 3316.](#)

[SSRN Downloads: 9783.](#)

1. Zhang, Judy, H. Alice Li, and Greg Allenby. “Using Text Analysis in Parallel Mediation Analysis.” forthcoming at *Marketing Science*.
2. Bai, Chunguang, H. Alice Li, and Yongbo Xiao. “Industry 4.0 Technologies: Empirical Impacts and Decision Framework.” forthcoming at *Production and Operations Management*.

3. Wan, Xiang, and H. Alice Li. "Gaining from Losing a Competition in Product Variety." *Production and Operations Management*, 33, no. 2 (2024): 577-594.
4. Churchill, Victor, H. Alice Li, and Dongbin Xiu. "Unraveling Consumer Purchase Journey Using Neural Network Models." *Journal of Machine Learning for Modeling and Computing*, 5, no.1 (2024): 69-83.
5. Li, H. Alice, and Xiang Wan. "Impact of Conflict Delisting and Relisting on Remaining Products in Retail Stores - Sales Gains across Products Categories and Spillovers to Nearby Stores," *Production and Operations Management* 32, no. 7 (2023): 2264-2282.
6. Li, Hongshuang (Alice). "Converting Free Users to Paid Subscribers in SaaS Contexts – The Impact of Marketing Touchpoints, Message Content, and Usage." *Production and Operations Management* 31, no. 5 (2022): 2185-2203.
7. Li, Hongshuang (Alice), and Liye Ma. "Charting the Path to Purchase Using Topic Models." *Journal of Marketing Research* 57, no. 6 (2020): 1019-1036.
 - 2016 Adobe Digital Marketing Research Award.
 - 2018-2020 National Center of the Middle Market Research Funding and Fellowship.
8. Li, Hongshuang (Alice), Sanjay Jain, and P.K. Kannan. "Optimal Design of Free Samples for Digital Products and Services." *Journal of Marketing Research* 56, no. 3 (2019): 419-438.
 - Finalist, the 2019 Paul Green Award.
9. Kannan, P.K., and Hongshuang (Alice) Li. "Digital Marketing: A Framework, Review and Research Agenda." *International Journal of Research in Marketing* 34, no. 1 (2017): 22-45.
 - Winner, the 2017 IJRM Best Article Award.
 - Featured on Medium.com (Mar 15, 2018).
10. Li, Hongshuang (Alice), P.K. Kannan, Siva Viswanathan, and Abhishek Pani. "Attribution Strategies and Return on Keyword Investment in Paid Search Advertising." *Marketing Science* 35, no. 6 (2016): 831-848.
 - Lead article.
 - Featured in ISMS press release (Oct 4, 2016), OnAnalytics at Kelley School of Business (Fall, 2016), and AdExchanger.com (June 23, 2017).
11. Wedel, Michel, Jin Yan, Eliot L. Siegel, and Hongshuang (Alice) Li. "Nodule Detection with Eye Movements." *Journal of Behavioral Decision Making* 29, no. 2-3 (2016): 254-270.

12. Li, Hongshuang (Alice), and P.K. Kannan. "Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment." *Journal of Marketing Research* 51, no. 1 (2014): 40-56.
- Finalist, the 2014 Paul Green Award.
 - Finalist, the 2014 Marketing Science Institute's Buzzell Award.
 - Featured in *Insights from MSI* (Issue 1, 2013).
 - Earlier version published as a research report by the Marketing Science Institute, Report No. 12-115.

BOOK CHAPTERS

Kannan, P.K., and H. Alice Li, "Digital Transformation and Marketing Strategy," in *A Research Agenda for Digital Transformation: Multidisciplinary Perspectives*, ed. John Q Dong and Peter C Verhoef. United Kingdom: Edward Elgar Publishing, 2024.

OTHER PUBLICATIONS

Arora, Neeraj, Ron Berman, Elea McDonnell Feit, Dominique Hanssens, Alice Li, Mitchell Lovett, John Lynch, Carl Mela, Kenneth C. Wilbur. "MSI Blue Ribbon Panel Report: Charting the Future of Marketing Mix Modeling Best Practices." *Marketing Science Institute*, August 2023. Available at:

<https://www.msi.org/presentation/msi-blue-ribbon-panel-report-charting-the-future-of-marketing-mix-modeling-best-practices/>

Kannan, P.K., Xian Gu, and Hongshuang (Alice) Li. "Selecting and Optimizing the Freemium Sales Model." *Impact at JMR*, February 14, 2023. Available at:

<https://www.ama.org/marketing-news/selecting-and-optimizing-the-freemium-sales-model/>

Kannan, P.K., and Hongshuang (Alice) Li. "Multitouch Attribution in the Customer Purchase Journey." *Impact at JMR*, April 2021, Available at:

<https://www.ama.org/multitouch-attribution-in-the-customer-purchase-journey/>

SELECTIVE WORK IN PROGRESS

"Influencer Marketing" with P.K. Kannan, Andreas Lanz, Barak Libai, Maximilian Beichert, Bas Donkers, Michael Haenlein, Reto Hofstetter, Ralf van der Lans, Dina Mayzlin, Eitan Muller, Ana Babic Rosario, Daniel Shapira, Jeremy Yang, and Lingling Zhang.

Minor revision at *Journal of the Academy of Marketing Science*.

Wan, Xiang, H. Alice Li, and Zenan Zhou, "Innovation in the Airline Industry."

Invited revision at *Manufacturing and Service Operations Management*.

Zhang, Judy, H. Alice Li, and Greg Allenby. “Supervised Mediation Analysis.”

Under review.

Li, H. Alice and Liye Ma “Integrated Hidden Markov and Topic Model.”

In preparation for submission.

Zhou, Zenan, Xiang Wan, A. Michael Knemeyer, and H. Alice Li, “Baggage Tracking in the Airline Industry.”

In preparation for submission.

Lin, Weiran, Amin Hosseininasab, and H. Alice Li, “The Power of Sequences in Consumer Journey.”

In progress.

“Deep Neural Networks for User-ambivalent Consumer Journeys” with Victor Churchill and Dongbin Xiu.

In progress.

INVITED PRESENTATIONS

Academia

China Marketing International Conference, keynote speaker, China, 2024.

Univeristy College London, UK, 2024.

LUISS Guido Carli University, Italy, 2024.

Customer Journeys in a Digital World, invitational conference, Bocconi University, Italy, 2024.

University of Florida, 2024.

University of Texas at Dallas, 2024.

City University of Hong Kong, 2023.

University of Arizona, research camp, 2023.

Simon Fraser University, 2023.

The 12th Triennial Invitational Choice Symposium, Fontainebleau, France, 2023.

University of Miami, 2023.

Nanyang Technological University, 2022.

University of Wisconsin – Milwaukee, 2022.

Carnegie Mellon University, 2021.

Washington University in St. Louis, research camp, 2019.

Erasmus University, 2019.

Xiamen University, 2019.

University of Houston, 2018.

National Taiwan University, 2018.

Dartmouth College, research camp, 2017.

The Ohio State University, 2017.
Cheung Kong Graduate School of Business, 2017.
Renmin University of China, 2017.
Xi'an Jiaotong University, 2017.
INSEAD, 2013.
Cornell University, 2013.
University of Texas at Dallas, 2013.
Indiana University, 2013.
Johns Hopkins University, 2013.
University of Iowa, 2013.
Lehigh University, 2013.
University of Tennessee, 2013.
Fordham University, 2013.
National University of Singapore, 2013.
Singapore Management University, 2013.
Nanyang Technological University, 2013.

Industry

American Freight, 2024.
Amazon, 2023.
Adobe Inc., 2021, 2020.
Adobe Systems Inc., 2012.

CONFERENCE PRESENTATIONS

AP-ACR Conference, Bali, Indonesia, 2024.
INFORMS Marketing Science Conference, Sydney, Australia, 2024.
Marketing Dynamics Conference, Santorini, Greece, 2024.
MSI Analytics Conference, Philadelphia, PA, 2023.
MSI Summit & Roundtable Forum, Los Angeles, CA, 2023.
MSI Young Scholar Conference, Boulder, CO, 2022.
AMA Summer Conference, Paul Green Award Session, virtual, 2020.
INFORMS Marketing Science Conference, virtual, 2020.
Marketing Dynamics Conference, College Park, MD, 2019.
IEEE SMC Conference, Toronto, Canada, 2018.
Marketing Dynamics Conference, Dallas, TX, 2018.
China Marketing International Conference, Shanghai, China, 2018.
2018 INFORMS International Conference, Taipei, 2018.
AMA Winter Marketing Academic Conference, New Orleans, LA, 2018.
INFORMS Marketing Science Conference, Los Angeles, CA, 2017.

Marketing Dynamics Conference, Hong Kong, 2017.
AMA Winter Marketing Academic conference, Las Vegas, NV, 2016.
AMS Conference, Mary Kay Dissertation Award Session, Denver, CO, 2015.
University of Maryland Dissertation Award Session, College Park, MD, 2015.
Kelley Forum on Marketing Analytics, Bloomington, IN, 2015.
INFORMS Marketing Science Conference, Baltimore, MD, 2015.
Mid-Atlantic Marketing Doctoral Symposium, Philadelphia, PA, 2013.
Haring Symposium, Bloomington, IN, 2013.
INFORMS Marketing Science Conference, Boston, MA, 2012.

CONFERENCE DISCUSSIONS

Discussant, UTD Bass FORMS Conference, Dallas, TX, 2024.
Discussant, Marketing Dynamics Conference, Atlanta, GA, 2022.
Discussant, doctoral research showcase, DSI Conference, virtual, 2020.
Breakout session, Haring Symposium, virtual, 2020.
Discussant, UTD Bass FORMS Conference, Dallas, TX, 2019.

GUEST LECTURES

Research Projects in Data Science (Undergrad level), Princeton University, 2023.
Special topics in empirical research in marketing (PhD level), Indiana University, 2016.

HONORS AND AWARDS

Faculty fellow, AMA Sheth Consortium, 2024.
Pace Setters Faculty Research Award, Fisher College of Business, The Ohio State University, 2024.
Cohort of the President and Provost's Leadership Institute, The Ohio State University, 2023 – 2024.
Faculty Recognition Award, Fisher College of Business, The Ohio State University, 2023.
MSI Young Scholar, 2021.
Paul Green Award, Finalist, 2019.
IJRM Best Article Award, 2018.
Fisher College of Business Small Grant, Fisher College of Business, The Ohio State University, 2018, 2019, 2023.
National Center of the Middle Market Research Fellow (with research fund), 2018-2020.
Adobe Digital Marketing Research Award, 2016.

Mary Kay Dissertation Award, 2015.

University of Maryland Distinguished Dissertation Award, University of Maryland, 2015.

Paul Green Award, Finalist, 2014.

Marketing Science Institute Buzzell Award, Finalist, 2014.

Frank T. Paine Doctoral Award for Academic Achievement, University of Maryland, 2014.

American Academy of Advertising Dissertation Proposal Award, 2014.

Marketing Science Institute Alden G. Clayton Dissertation Proposal Competition Winner, 2014.

Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, 2013.

Best Paper/Presentation at the Haring Symposium, Kelley School of Business, Indiana University, 2013.

Marketing Science Institute Research Grant Award for proposal titled “Understanding the Path to Conversion in E-Commerce Sites” with P.K. Kannan, December, 2010.

Dean’s Research Fellowship, University of Maryland, 2010 – 13.

Brockson Fellowship, University of Illinois, 2008 – 09.

EDITORIAL AND REVIEWING SERVICE

Associate Editor:

- Journal of Interactive Marketing, 2023 – 2025.
- Decision Sciences Journal, 2023 – 2026.

Guest Senior/Associate Editor:

- Production and Operations Management, 2024.
- International Journal of Research in Marketing, 2024.

Editorial Review Board:

- Journal of Marketing Research, 2022 – 2023.
- International Journal of Research in Marketing, 2019 – present.
- Journal of Interactive Marketing, 2022.

Ad Hoc Reviewer:

Marketing

- Marketing Science
- Management Science
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Behavioral Decision Making
- Journal of Retailing

- European Journal of Marketing

OM and IS

- Information Systems Research
- MIS Quarterly
- Production and Operations Management
- Journal of Business Logistics
- Decision Sciences Journal
- Service Science

Reviewer for Grant/Proposal/Conference

- Selection Committee, AP-ACR Conference travel grant, 2024.
- Reviewer, Shankar-Spiegel Doctoral Dissertation Proposal Competition, 2023.
- Reviewer, American Statistical Association Section on Marketing Doctoral Dissertation Proposal Competition, 2021 – 2023.
- Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2018, 2022, 2023, 2024.
- Reviewer, EMAC Annual Conference, 2016.
- Reviewer, AMA Marketing Educators Conference, 2014 – 2016.

OTHER SERVICE TO THE FIELD

- Co-chairs, the 2025 AMA Sheth Consortium.
- Secretary/Publications Officer, Section on Statistics in Marketing, American Statistical Association, 2021 – 2024.
- Host, ISMS Women in Marketing Science Lunch, 2024.
- Selection Committee, Journal of Interactive Marketing Best Paper Award, 2024.
- Program Committee, Asia-Pacific ACR, Bali, Indonesia, 2024.
- Special Session Chair at the Marketing Science Conference, Sydney, 2024.
- Academic panelist, Marketing mix model initiative, MSI, 2023 – present.
- Track chair at the China Marketing International Conference, 2018 – 2020.
- Session chair at the AMA Winter Marketing Academic conference, Las Vegas, NV, February 2016

STUDENT ADVISING AND EXAMINATION

PhD Dissertation Committee:

- Max Tu, The Ohio State University, (in progress)
- Judy Zhang, The Ohio State University, (co-advisor, 2024, first position: Santa Clara University)
- Taegyu Hur, The Ohio State University, (dissertation committee, 2022, first position: Iowa State University).
- Hyowon Kim, The Ohio State University, (dissertation committee, 2020, first position: Case Western Reserve University).

PhD Dissertation External Examiner:

- Annie Ding, Ivey Business School, Western University, Canada, 2024.
- Jianyu Xu, Economics, The Ohio State University, 2021.

UNIVERSITY SERVICE

At The Ohio State University:

- Co-Chair, Marketing PhD & Research Committee, 2024 – present.
- College MBA committee, 2024 – present.
- Search Advisory Committee for the Dean of the Fisher College of Business, 2024.
- Chair, Department Faculty Recruiting (software innovation track), 2023.
- Department Race, Inclusion and Social Equity (RAISE) Recruiting Committee, 2023.
- Diversity Advocate for Faculty Recruiting, 2018 – 2019, 2023 – present.
- Marketing PhD Committee, 2019 – present.
- Department Faculty Recruiting Committee, 2017 – 2018, 2020 – present.
- Doctoral Students Recruiting Committee, 2018 – present.
- Clinical-track/Senior Lecturer Faculty Recruiting Committee, 2020 – present.
- Co-Advisor, the Undergraduate Chinese Student Organization, 2020 – present.
- Haring Symposium Faculty Representative, 2020, 2022.
- Organizer of Marketing Research Brownbag Series, 2019 – 2021.
- Graduate Faculty Representatives 2021.
- Mentor of new faculty members, 2019 – 2020.
- Department Self-review Outreach & Engagement committee, 2017 – 2018.

At Indiana University:

- Department Doctoral Policy Committee, June 2014 – May 2017
- Department Recruiting Committee, June 2014 – May 2017
- Mittelstaedt Doctoral Symposium Faculty Representative, 2016.

At University of Maryland:

- President, Association of Doctoral Students at R.H. Smith School of Business, 2012 – 2013
- Social Chair, Association of Doctoral Students at R.H. Smith School of Business, 2011 – 2012
- Event Committee, Chinese Student and Scholar Association at University of Maryland, College Park, 2007 – 2008

TEACHING

Fisher College of Business, The Ohio State University:

BUSML8254, Selective topics in Quantitative Marketing (PhD), Spring 2024.
BUSML8253, Recent Advances in Marketing (PhD), Fall 2020, Spring 2021.
BUSML8252, Marketing Models (PhD), Spring 2020, Spring 2022.
BUSOBA 7257, Data Analysis and Visualization (Master), Spring 2022, Spring 2023.
SMB-A7245, Micro Marketing Analysis (Master), Spring 2019 – present.
BUSML4202, Marketing Research (undergraduate), Spring 2018 – present.

Kelley School of Business, Indiana University

M346, Analysis of Marketing Data (undergraduate), Fall 2014 – Spring 2017.

Robert H. Smith School of Business, University of Maryland

BMGT452, Marketing Research Methods (undergraduate), Fall 2011.

INDUSTRY CONSULTING EXPERIENCE

The Shipyard, Columbus, OH	July – September 2023
Adobe Inc., San Jose, CA	2012, 2017, 2019 – 2022
Efficient Frontier, Mountain View, CA	June 2012
Marriott International, Bethesda, MD	June 2010 - May 2012

MEMBERSHIPS

American Marketing Association
American Statistical Association
INFORMS Society for Marketing Science
Production and Operations Management Society
Association for Consumer Research

MEDIA COVERAGE

Fisher News
Medium.com
Chinese Social Sciences Net
AdExchanger.com
INFORMS Press Release
OnAnalytics (Kelley School of Business)
Insights from MSI