

## Hongshuang 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, multi-channel marketing, search engine marketing, marketing analytics, textual analysis, digital samples, and software as a service.

Methods: Bayesian statistics, econometrics, machine learning, and causal inference.

### ARTICLES IN REFEREED JOURNALS

Citation Counts: Google Scholar 2086; Web of Science 573.

1. H. Alice Li and Wan, Xiang, “Impact of Conflict Delisting and Relisting on Remaining Products in Retail Stores - Sales Gains across Products Categories and Spillovers to Nearby Stores,” Conditionally accepted at *Production and Operations Management*.
2. Bai, Chunguang, H. Alice Li, and Yongbo Xiao “Industry 4.0 technologies: Empirical impacts and decision framework,” *Production and Operations Management*, *forthcoming*.

3. Li, Hongshuang (Alice) (2022), “Converting Free Users to Paid Subscribers in SaaS Contexts – The Impact of Marketing Touchpoints, Message Content, and Usage,” *Production and Operations Management*, 31(5), 2185-2203.
4. Li, Hongshuang (Alice) and Liye Ma (2020), “Charting the Path to Purchase using Topic Models,” *Journal of Marketing Research*, 57(6), 1019-1036.
  - 2016 Adobe Digital Marketing Research Award
  - 2018-2020 National Center of the Middle Market Research Funding and Fellowship.
5. Li, Hongshuang (Alice), Sanjay Jain, and P.K. Kannan (2019), “Optimal Design of Free Samples for Digital Products and Services,” *Journal of Marketing Research*, 56(3), 419–438.
  - Finalist, the 2019 Paul Green Award
6. Kannan, P.K. and Hongshuang (Alice) Li (2017), “Digital Marketing: A Framework, Review and Research Agenda,” *International Journal of Research in Marketing*, 34 (1), 22-45.
  - Winner, the 2017 IJRM Best Article Award
  - Featured on Medium.com (Mar 15, 2018)
7. Li, Hongshuang (Alice), P.K. Kannan, Siva Viswanathan and Abhishek Pani (2016), “Attribution Strategies and Return on Keyword Investment in Paid Search Advertising,” *Marketing Science*, 35(6), 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)
8. Wedel, Michel Jin Yan, Eliot L. Siegel, and Hongshuang (Alice) Li (2016), “Nodule Detection with Eye Movements,” *Journal of Behavioral Decision Making*, 29 (2-3), 254–270.
9. Li, Hongshuang (Alice) and P.K. Kannan (2014), “Attributing Conversions in Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment,” *Journal of Marketing Research*, 51 (1), 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

## **OTHER PUBLICATIONS**

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

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

Kannan, P.K., Xian Gu, and Hongshuang (Alice) Li, “Growing a Business through Freemium and Free Trials,” *Impact at JMR*, forthcoming.

## **SELECTIVE WORKING PAPERS**

Wan, Xiang and H. Alice Li, “Innovative Product Variety”

Under second round review at *Production and Operations Management*.

Wan, Xiang, H. Alice Li, and Zenan Zhou, “AI in the Airline Industry”

Under review at *Management Science*.

Judy Zhang, H. Alice Li, and Greg Allenby, “Using Text Analysis for Parallel Mediation Analysis”

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.

## **INVITED PRESENTATIONS**

### **2023**

University of Miami (scheduled)

MSI Summit & Roundtable Forum (scheduled).

Amazon (scheduled)

### **2022**

Nanyang Technological University

University of Wisconsin – Milwaukee

### **2021**

Adobe Inc.

Carnegie Mellon University

### **2020**

AMA Summer Conference, Paul Green Award Session

Adobe Inc.

### **2019**

Washington University in St. Louis

Erasmus University  
Xiamen University

**2018**

University of Houston  
National Taiwan University  
IEEE SMC Conference, University of Toronto, Canada

**2017**

Dartmouth College  
The Ohio State University  
Cheung Kong Graduate School of Business  
Renmin University of China  
Xi'an Jiaotong University

**2015**

Academy of Marketing Science Conference, Mary Kay Dissertation Award Session  
University of Maryland Dissertation Award Session

**2013**

INSEAD  
Cornell University  
University of Texas at Dallas  
Indiana University  
Johns Hopkins University  
University of Iowa  
Lehigh University  
University of Tennessee  
Fordham University  
National University of Singapore  
Singapore Management University  
Nanyang Technological University

**2012**

Adobe Systems Inc.

**CONFERENCE PRESENTATIONS**

“From Engagement to Conversion”

- Marketing Dynamics Conference, College Park, June 2019

“Charting the Path to Purchase using Topic Models”

- INFORMS Marketing Science Virtual Conference, June 2020
- Fisher Brownbag Research Seminar, June 2020
- Marketing Dynamics Conference, Hong Kong, August 2017
- INFORMS Marketing Science Conference, Los Angeles, CA, June 2017

“Optimal Design of Content Samples for Digital Products and Services”

- China Marketing International Conference, Shanghai, China, July 2018
- Marketing Dynamics Conference, Dallas, TX, July 2018
- 2018 INFORMS International Conference, Taipei, June 2018
- AMA Winter Marketing Academic Conference, New Orleans, LA, February 2018

“Advertising Frontiers in the Digital Age: Micro-targeting in Mass Marketing”

- AMA Winter Marketing Academic conference, Las Vegas, NV, February 2016

“Attribution Modeling and Marketing Resource Allocation in an Online Environment,”

- Kelley Forum on Marketing Analytics 2015, Bloomington, IN, November 2015.

“Attribution Strategies and Return on Keyword Investment in Paid Search Advertising,”

- INFORMS Marketing Science Conference, Baltimore, MD, June 2015.

“Attributing Conversions in Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment”

- Mid-Atlantic Marketing Doctoral Symposium, Philadelphia, PA, April 2013.
- Haring Symposium, Bloomington, IN, March 2013.
- INFORMS Marketing Science Conference, Boston, MA, June 2012.

## **HONORS AND AWARDS**

MSI Young Scholar, 2021.

Paul Green Award, Finalist, 2019.

IJRM Best Article Award, 2018.

Fisher College of Business Small Grant, 2018, 2019.

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.

## **TEACHING**

### ***Fisher College of Business, The Ohio State University:***

BUSML8253, Recent Advances in Marketing (PhD), Fall 2020, Spring 2021.

Average rating: 5.0/5.0.

BUSML8252, Marketing Models (PhD), Spring 2020 – present.

Average rating: 5.0/5.0

BUSOBA 7257, Data Analysis and Visualization (Master), Spring 2022 – present.

Average rating: 4.60/5.0.

SMB-A7245, Micro Marketing Analysis (Master), Spring 2019 – present.

Average rating: 4.87/5.0.

BUSML4202, Marketing Research (undergraduate), Spring 2018 – present.

Average rating: 4.44/5.0.

### ***Kelley School of Business, Indiana University***

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

Average rating: 6.12/7.0.

### ***Robert H. Smith School of Business, University of Maryland***

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

Average rating: 3.14/4.0.

## **INDUSTRY CONSULTING EXPERIENCE**

Adobe Inc., San Jose, CA

2012, 2017, 2019 – 2022

Efficient Frontier, Mountain View, CA  
Marriott International, Bethesda, MD

June 2012  
June 2010 - May 2012

## **ACADEMIC SERVICE**

### ***PhD Thesis Committee:***

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

### ***Associate Editor***

- Journal of Interactive Marketing, 2023 – 2025.

### ***Editorial Review Board:***

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

### ***Ad Hoc Reviewer:***

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

### ***Other Activities:***

- Secretary/Publications Officer, Section on Statistics in Marketing, American Statistical Association, 2021-2024.
- Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2018, 2022.
- Discussant, Marketing Dynamics Conference, 2022.
- Reviewer, American Statistical Association Section on Marketing Doctoral Dissertation Proposal Competition, 2021-present.
- Discussant, doctoral research showcase, DSI Conference, 2020.

- Leader of breakout session, Haring Symposium, 2020.
- Discussant, UTD Bass FORMS Conference, 2019.
- Reviewer, AMA Marketing Educators Conference, 2014-2016.
- Reviewer, EMAC Annual Conference, 2016.

***Conference Session Chairs:***

- Track chair at the China Marketing International Conference, 2018 – 2020.
- Session chair at the AMA Winter Marketing Academic conference, Las Vegas, NV, February 2016

**UNIVERSITY SERVICE**

***At The Ohio State University:***

- Department Race, Inclusion and Social Equity (RAISE) recruiting committee, 2023 – present.
- Marketing PhD Committee, 2019 – present.
- Co-Advisor of the Undergraduate Chinese Student Organization, 2020 – present.
- Faculty Recruiting Committee, 2017 – 2018, 2020 – 2022.
- 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.
- Doctoral Students Recruiting Committee, 2018, 2020.
- Diversity Advocate for Faculty Recruiting, 2018 – 2019.
- 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

**MEMBERSHIPS**

American Marketing Association

American Statistical Association

INFORMS Society for Marketing Science

Production and Operations Management Society

**MEDIA COVERAGE**

Medium.com

Chinese Social Sciences Net

AdExchanger.com

INFORMS Press Release

OnAnalytics (Kelley School of Business)

Insights from MSI