XIAOJING DONG

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EDUCATIONAL BACKGROUND

PhD 2006, Northwestern University, Evanston, IL
MS 2000, Massachusetts Institute of Technology, Cambridge, MA
BS 1998, Tsinghua University, Beijing, China

PROFESSIONAL EXPERIENCE

Santa Clara University, Santa Clara, CA
Assistant Professor of Marketing, September 2006-current
Reviewing
- Reviewer for *Marketing Science*, *Journal of Marketing Research, Management Science, Operations Research*, *International Journal of Research in Marketing, Marketing Letters* and *Journal of System Science and System Engineering.*

PUBLICATIONS

Refereed Journal Articles
- Xiaojing Dong and Carrie H. Pan (2013), "Bayesian Modeling in Finance," ***Journal of Investment Management***, Vol. 11 (1), pages 82-97.

- Xiaojing Dong, Pradeep K. Chintagunta and Puneet Manchanda (2011), "A New Multivariate Count Data Model to Study Multi-Category Physician Prescription Behavior," ***Quantitative Marketing and Economics***, Vol. 9 (3), pages 301-337.

- Xiaojing Dong, Puneet Manchanda and Pradeep Chintagunta (2009), "Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior," ***Journal of Marketing Research***, Vol. 46 (2), pages 207-221.

- Xiaojing Dong, Moshe Ben-Akiva, John Bowman and Joan Walker (2006), "Moving From Trip-Based to Activity-Based Measure of Accessibility," ***Transportation Research A***, Vol. 2, pages 163-180.

- Puneet Manchanda, Dick Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing Dong, Peter Leeflang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap Wieringa, Marta Wosinska and Ying Xie (2005), "Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry," ***Marketing Letters***, Vol. 16 (3-4), pages 293-308.

Refereed Book Chapters
- Philip Yelland and Xiaojing Dong (2013), "Forecasting Demand for Fashion Goods: A Hierarchical Bayesian Approach," book chapter for *Intelligent Fashion Forecasting Systems: Models and Applications*, Editors: Tsan-Ming Choi, Chi-Leung Hui and Yong Yu, to be published by Springer.

- <u>Xiaojing Dong</u>, Ying Xie and Michael Li (2013), "Understanding Sample Usage and Sampling as a Promotion Tool – State of Industry Practice and Current Research," book chapter for *Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success*, Editors: Min Ding, Jehoshua Eliashberg and Stefan Stremersch, to be published by Springer.

Other Book and Book Chapters

- <u>Xiaojing Dong</u> (2007), *Hierarchical Bayesian Method in the Study of Individual Level Behavior*, publisher: VDM Verlag Dr. Muller, ISBN 978-3836423533 (paper cover).
- Pradeep K. Chintagunta and <u>Xiaojing Dong</u> (2006), "Hazard/Survival Models in Marketing," book chapter for *The Handbook of Market Research: Do's and Don'ts*, Editors: Rajiv Grover and Marco Vriens, Sage Publications.
  - CHOICE Magazine Outstanding Academic Title for 2007.
- <u>Xiaojing Dong</u> (2006), "Advanced Statistical Methodologies in Discrete Choice Modeling (Classical and Bayesian)," book chapter for *Advanced Methodologies in Transportation Planning (in Chinese)*, Tsinghua University Press, Beijing, China.

PAPERS UNDER REVIEW

- "The Effects of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication," <u>Xiaojing Dong</u>, Ramkumar Janakiraman and Ying Xie, invited for resubmission at ***Marketing Science***.
- "Quantifying Satisfaction Spillovers across Categories," <u>Xiaojing Dong</u> and Pradeep K. Chintagunta, invited for resubmission at ***Marketing Science***.
- "Intrinsic and Monetary Incentives for Product Review Contribution in a Connected Community: Evidence from a Field Experiment," Yacheng Sun, <u>Xiaojing Dong</u> and Junlin Du, invited for resubmission at ***Journal of Marketing Research***.
- "The Effect of Comparative and Non-comparative Information on Consumers' Inertia: Marketing Communication versus Third Party Product Reviews," Ying Xie, Ramkumar Janakiraman and <u>Xiaojing Dong</u>, invited for resubmission at ***Management Science***.
- "Understanding Physician's Choice and Quantity Decisions of Free Sample Dispensing: the Role of Experimentation vs. Subsidy," <u>Xiaojing Dong</u> and Ying Xie, invited for resubmission at ***International Journal of Research in Marketing***.
- "Pulse or No Pulse? An Empirical Study on Bid-Pulsing Strategy and Keyword Performance," Savannah Shi and <u>Xiaojing Dong</u>, invited for resubmission at ***International Journal of Electronic Commerce***.

OTHER WORKING PAPERS

- "Social Learning in Social Shopping Network: How Induced and Organic Social Learning Influences Buyer Decisions," Junlin Du, <u>Xiaojing Dong</u> and Yacheng Sun.

OTHER ONGOING PROJECTS

- "Combining Revealed and Stated Preferences in Understanding Physician Learning Process when Adopting New Drugs," with Ying Xie (UT Dallas) and Pradeep K. Chintagunta (University of Chicago).
- "The Rise of Online Retailers, and their Impacts on Store Closings," with Pradeep K. Chintagunta (University of Chicago) and Ting Zhu (University of British Columbia).
- "An Empirical Study of Consumer Decision Dynamics and Complementarity among Retailers within a Coalition Loyalty Program," with Yacheng Sun and Dan Zhang (University of Colorado).
- "Dynamic Choice Set formulation and its Impact on Consumer Choices," with Hai Jiang (Tsinghua University).
- "The Effect of Product Sampling on Online Product Search and Purchase," with Kirthi Kalyanam (Santa Clara University).

TEACHING EXPERIENCES

- Developed a new course for MBA students in the Business Analytics concentration, *Marketing Analytics*
- Taught *Principles of Marketing* for undergraduate students

AWARDS/HONORS

- June 2013, Leavey Research Grants, Santa Clara University
- March 2013, University Research Grants, Santa Clara University
- June 2012, Leavey Research Grants, Santa Clara University
- March 2012, University Research Grants, Santa Clara University
- June 2011, Leavey Research Grants, Santa Clara University
- March 2011, University Research Grants, Santa Clara University
- June 2010, Leavey Research Grants, Santa Clara University
- March 2010, University Research Grants, Santa Clara University
- January 2010, Hackworth Research Grant from Markkula Center for Applied Ethics
- June 2009, Leavey Research Grants, Santa Clara University
- March 2009, University Research Grants, Santa Clara University
- December 2008, "Outstanding Performance in Research" award, Leavey School of Business, Santa Clara University
- February 2008, University Research Grants, Santa Clara University
- June 2007, Leavey Research Grants, Santa Clara University.
- November 2005, Finalist of Alden G. Clayton Doctoral Dissertation Proposal Award at the Marketing Science Institute (MSI).
- June 2003, PhD consortium fellow at the Marketing Science conference, University of Maryland, College Park, MD
- June 2002, President of the Chinese Students and Scholars Association, awarded as the Best Graduate student group.
- March, 2002, ASCE-IL Transportation sector Outstanding Student award

- September, 2000, Walter Murphy Fellowship from Northwestern University

SEMINARS AND CONFERENCE PRESENTATIONS

- August 2013, organized a special session on "Teaching Marketing Analytics," at the JSM conference, Montréal, Canada.
- August 2013, invited to a special session on "Endogeneity, Systems, and Markets", at the JSM conference, Montréal, Canada.
- June 2013, invited for a seminar by the Dean of Research at Kühne Logistics University, Hamburg, Germany.
- June 2013, "Intrinsic and Monetary Incentives for Product Review Contribution in a Connected Community: Evidence from a Field Experiment," invited for presentation at the 11th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany.
- February 2013, "Quantifying Satisfaction Spillover across Categories," presented at the UT Dallas Frontiers of Research in Marketing Conference, Dallas, TX.
- August 2012, "The Impact of Sales Visits on Mere-Measurement Effects: Evidence from a Business to Business Setting," ISBM Academic Conference 2012, Booth School of Business, University of Chicago.
- July 2012, "Hierarchical Bayesian Method and its Applications in Marketing Research," invited school-wide seminar at the School of Management of Hebei University of Technology, Tianjin, China.
- June 2012, "Quantifying Satisfaction Spillovers across Categories," presented at the INFORMS International Conference, Beijing, China.
- June 2012, "One-Stop Shopping, A Double Edged Sword?" presentation at Marketing Science Conference, Boston, MA.
- June 2011, "Understanding Physician's Choice and Quantity Decisions of Free Sample Dispensing: the Role of Experimentation vs. Subsidy," Presentation at Marketing and Public Policy Conference, Washington, DC.
- April 2011, "Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior," invited talk at Genentech Corp.
- October 2009, "Can Ignoring Cross-Category Prescription Behavior Lead to Incorrect Inferences Regarding Physician Segmentation?" invited presentation at INFORMS annual conference, San Diego, CA
- June 2008, "A Cross-Category Model of Physician Prescription and Detailing," presentation at Marketing Science Conference, Vancouver, BC.
- June 2008, "Internet Adoption and its Impact on Purchase Behaviors," presentation at Marketing Science Conference, Vancouver, BC.
- February 2008, "A Cross-Category Model of Physician Prescription and Detailing," presented at the UT Dallas Frontiers of Research in Marketing Conference, Dallas, TX.
- December 2007, "Hierarchical Bayesian Method in the Study of Individual Level Behavior," invited seminars at Tsinghua University (Beijing), Microsoft Research Asia (Beijing), Shanghai Jiao Tong University (Shanghai), Nankai University (Tianjin) and Hebei University of Technology (Tianjin), in China.

- September 2007, "Hierarchical Bayesian Methods in Marketing," invited talk at the Business Intelligent Summit at Sun Microsystems, Inc., Menlo Park, CA
- April 2007, "Hierarchical Bayesian Methods in Marketing," invited seminar at the Leavey School of Business, Santa Clara University, Santa Clara, CA.
- June 2006, "Understanding the Role of Sampling in Physician Prescription Behavior," presentation at INFORMS Marketing Science Conference, University of Pittsburgh, PA.
- April 2006, "Quantifying the Benefits of Targeting in the Presence of Firm Strategic Behavior," presentation at Conference on Enhancing Sales Force Productivity, University of Missouri, Columbia.
- June 2005, "A Model of Physician Level Prescription and Detailing Behavior," presentation at INFORMS Marketing Science Conference, Emory University, Atlanta, GA.
- June 2004, "A Structural Model of Detailing," presentation at the 6th Triennial Invitational Choice Symposium, Estes Park, Colorado.
- January 2004, "Heterogeneity in Logit Models," presentation at the 83rd Transportation Research Board Annual Conference, Washington, DC.
- August 2003, "Comparison of Methods Representing Heterogeneity in Logit Models," presentation at the 10th International Conference on Travel Behavior Research, Lucerne, Switzerland
- June 2003, "Mass-Point Mixed Logit Models," presentation at 2003 IGERT Student Research Conference on Advanced Transportation Technologies, University of California, Davis
- June 2003, "Multi-Category Prescription Behavior: An Empirical Analysis," presentation at the INFORMS Marketing Science Conference, College Park, MD
- September, 2002, "Discrete Choice Analysis and Activity-Based Demand Modeling," invited seminar series at Jilin University, Jilin, China.
- January 2002, "Analysis of Activity-Based Accessibility," presentation at the Transportation Research Board 81st Annual Conference, Washington, DC
- September 2001, "Introduction to Discrete Choice Analysis and Activity-Based Modeling," invited presentation at Wuhan University of Technology, Wuhan, China
- August 2001, "Discrete Choice Analysis," invited seminar at Tsinghua University, Beijing, China