

Longxiu Tian

CURRICULUM VITAE
(UPDATED AUGUST 2019)

UNC Kenan-Flagler Business School
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APPOINTMENT

University of North Carolina – Kenan-Flagler Business School
Assistant Professor of Marketing (2019-Present)

Chapel Hill, NC

EDUCATION

University of Michigan
Stephen M. Ross School of Business
Ph.D. in Marketing and in Scientific Computing (2019)

Ann Arbor, MI

Dissertation: Bayesian Nonparametrics for Marketing Response Models
Chair: Fred M. Feinberg

Massachusetts Institute of Technology
Sloan School of Management
Master of Finance (2012)

Cambridge, MA

Northwestern University
Weinberg College of Arts and Sciences
B.A. in Economics, M.S. in Information Systems (2008)

Evanston, IL

RESEARCH INTERESTS

Substantive: CRM, pricing, consumer credit, recommendation systems, A/B testing, data fusion

Methodological: Bayesian econometrics and nonparametrics, scalable inference, variational inference, field experiments, choice modeling

MANUSCRIPTS AND PUBLICATIONS

Tian, Longxiu and Fred M. Feinberg (2019), “Optimizing Price Menus for Duration Discounts: A Subscription Selectivity Field Experiment,” conditionally accepted at *Marketing Science*.

Tian, Longxiu and Fred M. Feinberg, "Broadening the Horizon: Augmenting One-Shot Field Experiments with Longitudinal Customer Data," *working paper*.

Vandenplas, Olivier, [et al. including **Tian, L.**] (2017) "Impact of Rhinitis on Work Productivity: A Systematic Review." *The Journal of Allergy and Clinical Immunology: In Practice*.

RESEARCH IN PROGRESS

Tian, Longxiu, Linda Salisbury, and Fred M. Feinberg, "Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model." *Data analysis completed*.

Turjeman, Dana and **Longxiu Tian**, "Leveraging Full Customer Records while Maintaining Anonymity: A Variational Autoencoder for Survey Anonymization and Data Fusion." *Model development phase*.

PRESENTATIONS AND POSTERS

ISMS Marketing Science Conference, Philadelphia, PA June 2018
Session Chair. "Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model."

Albert Haring Symposium, Bloomington, IN May 2018
Presenter. "Menu Pricing for Freemium Services: Selectivity Analysis of an Online Field Experiment."

Michigan Institute for Data Science Research Symposium, Ann Arbor, MI November 2017
Poster. "Bayesian Imputation for Freemium Subscription Service Choice: Analysis of an Online Dating Pricing Experiment."

ISMS Marketing Science Conference, Los Angeles, CA June 2017
Presenter. "Improving Credit Score Forecasts when Data are Sparse: A Dynamic Hierarchical Gaussian Process Model."

Albert Haring Symposium, Bloomington, IN May 2017
Discussant. "A Hidden Markov Model for Modeling Strategic Group Dynamics."

ISMS Marketing Science Conference, Shanghai, CHINA June 2016
Presenter. "Data Fusion for Online Promotional Optimization."

GRANTS, HONORS AND AWARDS

Beta Gamma Sigma, UM Ross School of Business 2019

MCubed Scholarship (\$34,000 doctoral research stipend), University of Michigan	2018-2019
Gladys D. and Walter R. Starks Award (\$16,000 for academic excellence), UM Ross School of Business	February 2018
Milton G. and Josephine H. Kendrick Award (\$7,500 for excellence in research progress), UM Ross School of Business	August 2017
2017-2018 MICDE Fellow (\$4,000 grant for computational-focused research), Michigan Interdisciplinary Center for Design & Engineering	June 2017
Fellow, ISMS Doctoral Consortium	June 2016
Fellow, Quantitative Marketing & Structural Economics Workshop	August 2015
Doctoral Program Fellowship, UM Ross School of Business	September 2013

TEACHING

Instructor

Customer Relationship Management (CRM) Undergraduates (BUSI590) and MBA (MBA783)	Fall 2019
Marketing Management (undergraduates) Course evaluation 4.85/5.00 ($\mu_{ROSS} = 4.3$)	Winter 2016

Teaching Assistant

Marketing Engineering (MBA) with Fred Feinberg	Winter 2017/18/19
Marketing Research Design and Analysis (MBA/BBA) with Anocha Aribarg	Fall 2016/17
Computational Social Science Methods Workshop with Kevin Quinn	Fall 2017
Strategic Brand Management (MBA) with Rajeev Batra	Fall 2016
Marketing Management (MBA) with Yesim Orhun	Fall 2015/16

Teaching Interests

Marketing Engineering
Marketing Research Design and Analysis
Customer Base Analysis using Probability Models
Bayesian and Machine Learning Methods in Marketing

OTHER EXPERIENCES

UM Ross Ph.D. Student Forum
President

Ann Arbor, MI
2015-2016

Peterson Institute for International Economics
Research Analyst

Washington, DC
2012-2013

Wolverine Asset Management
Quantitative Developer

Chicago, IL
2008-2011

PERSONAL

U.S. Citizen

Languages: English (native), Mandarin Chinese (native), Spanish (intermediate)

Computing: Fluent in R, Python, Stan, MATLAB, C#, SQL, Hadoop; intermediate in Java, Linux, C++
