

## JIA LI

Krannert School of Management, Purdue University  
Krannert 535  
403 West State Street  
West Lafayette, IN 47907-2056

Phone: +1 (765) 496-1172  
Email: jial@purdue.edu

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### EDUCATION

Ph.D., Marketing, Washington University in St. Louis

### PROFESSIONAL EXPERIENCE

August 2010 – Current                      Assistant Professor, Krannert School of Management, Purdue University

### RESEARCH INTERESTS

Social and Peer Influence in Marketing, Retailing, Sales Management, Mobile Marketing, Green Marketing, The Interface Between Marketing, Operations, and Economics;  
Quantitative Marketing, Econometric Modeling, Empirical Industrial Organization.

### PUBLICATIONS/FORTHCOMING RESEARCH

1. *Learning from Peers: Knowledge Transfer and Sales Force Productivity Growth* (with Tat Y. Chan and Lamar Pierce). *Marketing Science*, Vol. 33(4). **Lead Article**.
2. *Compensation and Peer Effects in Competing Sales Teams* (with Tat Y. Chan and Lamar Pierce). *Management Science*, Vol. 60(8).
3. *Vertical Contracts, Customer Service, and Social Welfare in a Chinese Mobile Phone Market* (with Charles C. Moul). *International Journal of Industrial Organization*, Vol. 39(2).
4. *What Happens When Manufacturers Perform the Retailing Functions?* (with Tat Y. Chan and Michael Lewis). Forthcoming at *Production and Operations Management*.

### WORK IN PROGRESS

1. *From Grey to Green: An Analysis of Environmental Factors on Consumer Choice*: with Charles C. Moul and Wanqing Zhang.  
**Status:** Under review.
2. *Measuring Product Reputation based on Online User Reviews*: with Jiayin Qi and Yong Tan.  
**Status:** Analysis completed; manuscript preparation in progress.
3. *Team Composition, Compensation, and Sales Force Performance*: with Tat Y. Chan and Lamar Pierce  
**Status:** Field experiment completed; analysis in progress.
4. *Formal vs. Informal Contracts*: with Desmond Lo  
**Status:** Data collection and clean-up completed; analysis in progress.

## INVITED TALKS

Invited to present the paper “Vertical Contracts and Customer Service in a Chinese Mobile Phone Market” at **Peking University**, Guanghai School of Management, July 2010.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Stanford University**, School of Business, March 2010.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Rutgers University**, Business School, November 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Purdue University**, Krannert School of Management, November 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Yale University**, School of Management, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **University of Chicago**, Booth School of Business, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **University of Minnesota**, Carlson School of Management, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Hong Kong University of Science and Technology**, Business School, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **National University of Singapore**, Business School, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Peking University**, Guanghai School of Management, October 2009.

Invited to present the paper “Compensation and Peer Effects in Competing Sales Teams” at **Tsinghua University**, School of Economics and Management, October 2009.

Invited to present the paper “What Happens When Manufacturers Perform the Retailing Functions? An Empirical Study of a New Channel Structure in a Retail Store” at **Fudan University**, School of Management, December 2008.

## CONFERENCE PRESENTATIONS

“Team Composition, Compensation, and Sales Force Performance,” presented at The Thought Leadership on the Sales Profession Conference, New York, New York, June 2014. **Invited Talk.**

“Team Composition, Compensation, and Sales Force Performance: A Field Experiment,” presented at the 2014 Marketing Science Conference, Atlanta, Georgia, June 2014.

“Vertical Contracts and Customer Service in a Chinese Mobile Phone Market,” presented at the Marketing Scholar Forum VIII, Shanghai, China, June 2010.

“Compensation and Peer Effects in Competing Sales Teams,” presented at the 2010 China India Consumer Insights Conference, Beijing, China, June 2010.

“Compensation and Peer Effects in Competing Sales Teams,” presented at the 7<sup>th</sup> Annual Quantitative Marketing and Economics Conference, Chicago, Illinois, October 2009.

“Compensation and Peer Effects in Competing Sales Teams,” presented at the 2009 Marketing Science Conference, Ann Arbor, Michigan, June 2009.

“What Happens When Manufacturers Perform the Retailing Functions? An Empirical Study of a New Channel Structure in a Retail Store,” presented at the 2008 Marketing Science Conference, Vancouver, Canada, June 2008.

## **TEACHING INTERESTS**

Marketing Management, Big Data & Marketing, Mobile Marketing, Product Management

## **TEACHING EXPERIENCE**

<b>Fall 2015</b>	<b>Marketing Research</b> (Graduate course), Purdue University
<b>Fall 2015</b>	<b>Marketing Management</b> (Undergrad core course; 2 sections), Purdue University
<b>Fall 2014</b>	<b>Marketing Research</b> (MBA course), Purdue University
<b>Fall 2014</b>	<b>Marketing Management</b> (Undergrad core course; 2 sections), Purdue University
<b>Spring 2014</b>	<b>Marketing Management</b> (Undergrad core course; 2 sections), Purdue University
<b>Fall 2012</b>	<b>Ph.D. Seminar in Marketing Models</b> , Purdue University
<b>Fall 2012</b>	<b>Marketing Management</b> (Undergrad core course; 2 sections), Purdue University
<b>Fall 2011</b>	<b>Ph.D. Seminar in Marketing Models</b> , Purdue University
<b>Fall 2011</b>	<b>Marketing Management</b> (Undergrad core course; 2 sections), Purdue University
<b>Fall 2010</b>	<b>Marketing Management</b> (Undergrad core course; 3 sections), Purdue University

**Teaching assistant** for Professor Jeroen Swinkels’ MBA, PMBA, and EMBA courses (Spring 2006, Spring 2007) and for Professor Ambar Rao’s MBA courses (Fall 2005, Fall 2006, Fall 2007), Washington University

## **AWARDS**

- John and Mary Willis Young Faculty Scholar Award (2014)
- Winner of the Marketing Science Institute (MSI) and the Sales Excellence Institute (SEI) Competition to Promote Thought Leadership on the Sales Profession (June 2013)
- Graduate Fellowship, Washington University in St. Louis