

# Longxiu Tian

CURRICULUM VITAE  
(UPDATED DECEMBER 2025)

UNC Kenan-Flagler Business School  
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## APPOINTMENT

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**The University of North Carolina at Chapel Hill – Kenan-Flagler Business School** Chapel Hill, NC  
Assistant Professor of Marketing (2019–Present)

## EDUCATION

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**University of Michigan** Ann Arbor, MI  
Ph.D. in Marketing and in Scientific Computing (2019)  
*Dissertation:* Bayesian Nonparametrics for Marketing Response Models  
*Chair:* Fred M. Feinberg

**Massachusetts Institute of Technology** Cambridge, MA  
Master of Finance (2012)

**Northwestern University** Evanston, IL  
B.A. in Economics, M.S. in Information Systems (2008)

## RESEARCH INTERESTS

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**Substantive:** CRM, customer journeys, data privacy, brand and performance marketing

**Methodological:** Bayesian inference, causal inference, probabilistic machine learning, scalable computation

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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Vandenplas, Olivier, [et al. including **Tian, L.**] “Impact of rhinitis on work productivity: a systematic review.”  
*The Journal of Allergy and Clinical Immunology: In Practice* 6.4 (2018): 1274–1286.

**Tian, Longxiu** and Fred M. Feinberg. “Optimizing price menus for duration discounts: A subscription selectivity field experiment.” *Marketing Science* 39.6 (2020): 1181–1198.

Dew R, N Padilla, LE Luo, S Oblander, A Ansari, K Boughanmi, M Braun, F Feinberg, J Liu, T Otter and **Longxiu Tian**. “Probabilistic machine learning: New frontiers for modeling consumers and their choices.” *International Journal of Research in Marketing*. (2024).

**Tian, Longxiu**, Dana Turjeman and Samuel Levy, “Privacy Preserving Data Fusion,” forthcoming at *Marketing Science* (2025).

Levy, Samuel and **Longxiu Tian**, “Digital Marketing Twins: A Generative Approach for Counterfactual Customer Analytics,” invited to 2<sup>nd</sup> round revise and resubmit at *Journal of Marketing Research*.

Siri, Carlos, **Longxiu Tian** and Barry L. Bayus, “The Dynamic Effects of Updates in Crowdfunding: A Provision Point Model,” under 1<sup>st</sup> round review at *Management Science*.

## COMPLETED MANUSCRIPTS

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Jiang, Zhongming, **Longxiu Tian**, and Fred M. Feinberg, “Large  $N$ , Many  $P$ , Small  $T$ : A Synthetic Control Method for CRM Panel Data,” preparing submission to *Marketing Science*.

**Tian, Longxiu** and Tian Zhao “Thin but Not Forgotten: Deep Kernel Learning for Credit Risk Modeling with High-Dimensional Missingness,” preparing submission to *Journal of the American Statistical Association*.

## WORK IN PROGRESS

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Huang, Mengyao and **Longxiu Tian**, “Neural Bayes Transfer Learning for Aggregation Bias,” Data collection completed, model development phase.

## IN THE PRESS

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Kenan Institute of Private Enterprise (2024, June 6). *Marketing at a Crossroads, Part II: Personalization vs. Privacy and the Rise of First-Party Data*. Grand Challenge Commentary. <https://kenaninstitute.unc.edu/commentary/marketing-at-a-crossroads-part-ii-personalization-vs-privacy-and-the-rise-of-first-party-data/>

Kenan Institute of Private Enterprise (2024, May 15). *Marketing at a Crossroads, Part I: The Privacy Paradigm Shift*. Grand Challenge Commentary. <https://kenaninstitute.unc.edu/commentary/marketing-at-a-crossroads-part-i-the-privacy-paradigm-shift/>

Equifax (2022, December 22). *Academic partnership: Q&A with Dr. Longxiu Tian on consumer predictive behavior data*. Equifax Newsroom. <https://www.equifax.com/newsroom/all-news/-/story/academic-partnership-q-a-with-dr-longxiu-tian-on-consumer-predictive-behavior-data/>

## SELECT TALKS AND PRESENTATIONS

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Dartmouth University Marketing Seminar	February 2026 (forthcoming)
Joint Statistical Meetings Special Session on Probabilistic Machine Learning in Marketing	August 2025
Marketing Science Conference Co-chair, Special Session on Probabilistic Machine Learning	June 2025
NC State Marketing Research Seminar	March 2025
Cornell University Marketing Research Seminar	February 2025
Joint Statistical Meetings	August 2024
University of Wisconsin – Symposium on AI in Marketing	May 2024
Yale SOM Marketing Research Seminar	April 2024

UTD Bass FORMS Conference	February 2024
Choice Symposium	August 2023
Equifax Data & Analytics University Speaker Series	July 2023
ISMS Marketing Science Conference	June 2023
Bayesian, Frequentist, and Fiduciary Conference	May 2023
Joint Statistical Meetings	August 2022
Wharton School of the University of Pennsylvania	April 2022
University of Maryland	March 2022
Stitch Fix Algo Hour Research Seminar	May 2020
eBay Data Science Research Seminar	July 2019
University of British Columbia	October 2018
Tulane University	October 2018
Pennsylvania State University	October 2018
Temple University	October 2018
Georgetown University	October 2018
University of North Carolina – Chapel Hill	September 2018
Boston University	September 2018
Dartmouth University	September 2018
University of Notre Dame	September 2018
Southern Methodist University	September 2018

## GRANTS, HONORS AND AWARDS

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ISMS Early-Career Scholar	2023
Recent Alumni Award, UM Ross School of Business	2023
Beta Gamma Sigma, UM Ross School of Business	2019

## TEACHING

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<b>Customer Journeys</b>	Fall 2019–Present
UNC Kenan-Flagler Business School Undergraduates (BUSI567) and MSM (KFM740)	
<b>Managing Customer Data</b>	Fall 2023–Present
UNC Kenan-Flagler Business School MBA (MBA783)	
<b>Leading in the Age of AI</b>	Fall 2025–Present
UNC Kenan-Flagler Business School MBA@UNC (Online MBA Program)	

## SERVICE

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<b>To the Field</b>	
Co-founder (w/ Ryan Dew, Wharton School)	2020–Present
Bayesian Computation in Marketing interschool reading group <a href="https://sites.google.com/view/bayes-mktg/home">https://sites.google.com/view/bayes-mktg/home</a>	
Ad hoc reviewer, <i>Journal of Public Policy and Marketing</i>	2025–Present
Ad hoc reviewer, <i>Production and Operations Management</i>	2025–Present
Ad hoc reviewer, <i>Journal of Interactive Marketing</i>	2024–Present

Ad hoc reviewer, <i>Journal of Marketing</i>	2023–Present
Ad hoc reviewer, <i>Marketing Science</i>	2020–Present
Ad hoc reviewer, <i>Journal of Marketing Research</i>	2019–Present

**Kenan-Flagler**

Supervisor, UBP Independent Studies (BUSI 496)	2025
Kyle Bennett, <i>Computational Sports Analytics: Analytics and Franchise Valuation in the NBA</i>	
Reader, UBP Business Honors Thesis	2023
Esha Parikh, <i>The Effect of Political Affiliation on Consumer Preferences for Sustainability Marketing Messages</i>	
Founding faculty co-advisor (w/ Yunzhi Hu, Finance Area)	2021–Present
<i>Eta Omega Chi</i> , Asian–American student business fraternity	
Marketing Area faculty recruitment committee	2025, 2022
Diversity, Equity, and Inclusion postdoc committee	2020–21

**Ph.D. Dissertation Committees**

Tian Zhao, Ph.D. in Economics	2024
Committee member, The University of North Carolina at Chapel Hill	
Carlos Siri, Ph.D. in Marketing	2026 (anticipated)
Committee member, UNC Kenan–Flagler Business School	
Mengyao Huang, Ph.D. in Marketing	2026 (anticipated)
External member, UC Berkeley Haas School of Business	

**Research Mentor**

Hairui Ni, master’s student, University of Pennsylvania	2025–26
Bo Yang, Ph.D. student, Columbia Business School	2024–25
Yi Chen, Ph.D. student, Michigan Ross School of Business	2023–25
Zhongming Jiang, Ph.D. student, Harvard Business School	2023–24
Weixin He, Ph.D. student, Wharton School of UPenn	2022–23
Bindan Zhang, Ph.D. student, Northwestern Kellogg	2017–18

**PERSONAL**

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**U.S. Citizen**

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

*Computing:* Python, R, C#, SQL, MPI