Longxiu Tian

CURRICULUM VITAE
(UPDATED NOVEMBER 2026)

UNC Kenan-Flagler Business School
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APPOINTMENT

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

EDUCATION

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 (2008)

RESEARCH INTERESTS

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

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

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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.e9.

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, **Longxiu Tian**, Y Wang, and M Yin. "Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices." *International Journal of Research in Marketing* 43(2), Part B (2025): 462–484.

Tian, Longxiu, Dana Turjeman and Samuel Levy. "Privacy-Preserving Data Fusion." *Marketing Science* 45(5) (2026): 930–953.

Levy, Samuel and **Longxiu Tian,** "DRIFTS: Dynamic Recovery of Individual-Level Fused Trajectories from Surveys," second-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," invited to 2nd round review at *Management Science*.

Jiang, Zhongming, **Longxiu Tian**, and Fred M. Feinberg, "Large *N*, Small *T*, Many *P*: A Causal Tensor Completion Approach for Individualized Promotional Incrementality," under review at *Marketing Science*. Harvard Business School Working Paper No. 27-021.

Work in Progress

Huang, Mengyao and **Longxiu Tian**, "A Likelihood-informed Neural Bayes Estimator for Micro-to-Aggregate Creative Decisions," Preparing manuscript for submission.

Tian, **Longxiu** and Tian Zhao "Thin but Not Forgotten: Deep Kernel Learning for Credit Risk Modeling with High-Dimensional Missingness," Empirical application phase.

Levy, Samuel, Nicolas Padilla, **Longxiu Tian**, and Ryan Dew, "Causal Data Fusion: Deconfounding Media Mix Modeling Using Survey-based Proxies," Model development phase.

In the Press

Kenan Institute of Private Enterprise (2026, April 16). *Fusing data assets without weakening privacy*. https://www.kenan-flagler.unc.edu/news/fusing-data-assets-without-weakening-privacy/

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

Equifax Data & Analytics University Speaker Series	September 2026 (Upcoming)
Choice Symposium	August 2026
Carolina AI in Business Workshop	May 2026
Dartmouth University Marketing Seminar	February 2026
Joint Statistical Meetings	August 2025
Special Session on Probabilistic Machine Learning in Marketing	
Marketing Science Conference	June 2025
Co-chair, Special Session on Probabilistic Machine Learning	
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
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

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

Teaching

Customer Journeys Fall 2019-Present
UNC Kenan-Flagler Business School
Undergraduates (BUSI567) and MSM (KFM740)

Managing Customer Data Fall 2023-Present
UNC Kenan-Flagler Business School
MBA (MBA783)

Leading in the Age of AI Fall 2025-Present
UNC Kenan-Flagler Business School
MBA@UNC (Online MBA Program)

Service

To the Field

Co-founder (w/ Ryan Dew, Wharton School) 2020-Present
Bayesian Computation in Marketing interschool reading group
https://sites.google.com/view/bayes-mktg/home

Ad hoc reviewer, *Journal of Public Policy and Marketing* 2025-Present
Ad hoc reviewer, *Production and Operations Management* 2025-Present
Ad hoc reviewer, *Journal of Interactive Marketing* 2024-Present
Ad hoc reviewer, *Journal of Marketing* 2023-Present

Ad hoc reviewer, *Marketing Science* 2020–Present
Ad hoc reviewer, *Journal of Marketing Research* 2019–Present

Kenan-Flagler

Reader, UBP Business Honors Thesis 2026
Jonah Dolgoff, *Is the Uncertainty of Outcome Hypothesis Generalizable to Sponsor Decision-Making? Longitudinal Evidence from Formula 1 Racing*
Supervisor, UBP Independent Studies (BUSI 496) 2025
Kyle Bennett, *Computational Sports Analytics: Analytics and Franchise Valuation in the NBA*
Reader, UBP Business Honors Thesis 2023
Esha Parikh, *The Effect of Political Affiliation on Consumer Preferences for Sustainability Marketing Messages*
Founding faculty co-advisor (w/ Yunzhi Hu, Finance Area) 2021–Present
Eta Omega Chi, 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
Committee member, UNC Kenan-Flagler Business School
Mengyao Huang, Ph.D. in Marketing 2027
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

U.S. Citizen

Languages: English (native), Mandarin Chinese (native), Spanish (intermediate)
Computing: JAX, PyTorch, CUDA, SQL, Slurm