

Longxiu Tian

CURRICULUM VITAE
(UPDATED FEBRUARY 2021)

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

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

Substantive: CRM, pricing, consumer credit, A/B testing, privacy

Methodological: Bayesian econometrics and nonparametrics, causal inference, experimental design, scalable computation and inference

JOURNAL ARTICLES

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

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*.

WORK IN PROGRESS

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

Dana Turjeman and **Longxiu Tian**, “Privacy Preserving Data Fusion,” *working paper*.

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*.

Mengyao Huang and **Longxiu Tian**, “Learning Customer Heterogeneity from Aggregate-Response Online Experiments,” *Data collection and model development phase*.

TALKS AND PRESENTATIONS

ISMS Marketing Science Conference, Virtual	June 2020
- <i>Bayesian Perspectives on Applied Machine Learning (Special Session)</i> , Co-organizer	
Stitch Fix Algo Hour Research Seminar	May 2020
Equifax Research Symposium	February 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
ISMS Marketing Science Conference, Philadelphia, PA	June 2018
- <i>Choice Modeling</i> , Session Chair	
Albert Haring Symposium, Bloomington, IN	May 2018
Michigan Institute for Data Science Research Symposium, Ann Arbor, MI	November 2017
ISMS Marketing Science Conference, Los Angeles, CA	June 2017
Albert Haring Symposium, Bloomington, IN	May 2017
ISMS Marketing Science Conference, Shanghai, CHINA	June 2016

GRANTS, HONORS AND AWARDS

Koch Foundation Research Grant, Finalist, UNC Kenan-Flagler	May 2020
Beta Gamma Sigma, UM Ross School of Business	2019
MCubed Scholarship, University of Michigan	2018–2019
Gladys D. and Walter R. Starks Award, UM Ross School of Business	February 2018
Milton G. and Josephine H. Kendrick Award, UM Ross School of Business	August 2017
2017–2018 MICDE Fellow, UM Center for Design & Engineering	June 2017
Fellow, ISMS Doctoral Consortium	June 2016
Fellow, Quantitative Marketing & Structural Economics Workshop	August 2015

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 Interests

Marketing Research
A/B Testing and Causal Inference
Customer Base Analysis using Probability Models
Bayesian and Machine Learning Methods in Marketing

SERVICE

Ad hoc Reviewer

Journal of Marketing Research
Marketing Science

Kenan-Flagler

Diversity, Equity, and Inclusion committee

2020–Present

Research Mentor

Mengyao Huang, Ph.D. student, UC Berkeley Haas
Bindan Zhang, Ph.D. student, Northwestern Kellogg
Tian Zhou, Master's student, University of Michigan

2018–Present

2017–2018

2016–2018

PERSONAL

U.S. Citizen

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

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