

# Longxiu Tian

CURRICULUM VITAE  
(UPDATED SEPTEMBER 2023)

UNC Kenan-Flagler Business School  
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## APPOINTMENT

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

## 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, consumer credit, data privacy, adaptive elicitations and experiments

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

## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

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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.] "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, Dana Turjeman and Samuel Levy, "Privacy Preserving Data Fusion," *invited to 1<sup>st</sup> round revisions at Marketing Science*.

Huang, Mengyao and Longxiu Tian, "Learning Customer Heterogeneity from Aggregate-Response Online Experiments," *invited to 1<sup>st</sup> round revisions at Journal of Marketing Research*.

Balsubramanian, Sridhar, Durga Nagarajan, and Longxiu Tian, “Reinvigorating Marketing’s Role in Corporate Communications: A Conceptual Framework,” *under review at Journal of Marketing, Special Issue on New Paradigms for a New World.*

## WORK IN PROGRESS

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Tian, Longxiu and Tian Zhao, “Fairness in Credit Scoring: Deep Kernel Learning for Nonrandom Missingness in Thin Credit Files,” *manuscript writing phase.*

Dew, Ryan, [et al. including Tian, L.] “Probabilistic Machine Learning in Marketing: A Perspective from the Choice Symposium,” *manuscript writing phase.*

Martinovic, Ana, Dana Turjeman and Longxiu Tian, “Causal Inference under Differential Privacy,” *model development phase.*

## IN THE PRESS

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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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Joint Statistical Meetings (forthcoming)	August 2024
Choice Symposium	August 2023
Equifax Data & Analytics University Speaker Series	July 2023
UNC-ITESM Bridge Program	July 2023
ISMS Marketing Science Conference	June 2023
Bayesian, Frequentist, and Fiduciary Conference	May 2023
Joint Statistical Meetings	August 2022
University of Maryland	March 2022
ISMS Marketing Science Conference	June 2020
- <i>Bayesian Perspectives on Applied Machine Learning (Special Session), Co-organizer</i>	
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 Relationship Management (CRM)</b> UNC Kenan-Flagler Business School Undergraduates (BUSI567) and MBA (MBA783)	Fall 2019–Present
<b>Customer Journeys</b> UNC Kenan-Flagler Business School MBA (MBA783)	Fall 2023–Present

## SERVICE

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<b>To the Field</b>	
Co-founder (w/ Ryan Dew, Wharton School) 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>	2020–Present
Ad hoc review, <i>Journal of Marketing</i>	2023–Present
Ad hoc review, <i>Marketing Science</i>	2020–Present
Ad hoc review, <i>Journal of Marketing Research</i>	2019–Present
<b>Kenan-Flagler</b>	
Reader, UBP Business Honors Thesis Esha Parikh, <i>The Effect of Political Affiliation on Consumer Preferences for Sustainability Marketing Messages</i>	2023
Founding faculty co-advisor (w/ Yunzhi Hu, Finance Area) <i>Eta Omega Chi</i> , Asian-American student business fraternity	2021–Present
Marketing Area faculty recruitment committee	2022
Diversity, Equity, and Inclusion postdoc committee	2020–2021
<b>Ph.D. Dissertation Committees</b>	
Tian Zhao, Ph.D. Economics, University of North Carolina at Chapel Hill	2023
<b>Research Mentor</b>	
Peihan Li, master's student, Duke Fuqua School of Business	2023–Present
Zhongming Jiang, undergraduate student, University of Michigan	2023–Present
Weixin He, Ph.D. student, Wharton School of UPenn	2022–2023
Mengyao Huang, Ph.D. student, UC Berkeley Haas	2018–Present
Bindan Zhang, Ph.D. student, Northwestern Kellogg	2017–2018

## PERSONAL

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### U.S. Citizen

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

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