

XINLEI (JACK) CHEN

E-mail: xlchen@ckgsb.edu.cn

EDUCATION

Ph.D. (2005)	Business Administration (Marketing) University of Minnesota Minneapolis, MN, U.S.A.
B.E. (1994)	Turbomachinery Tsinghua University Beijing, P.R. China

PROFESSIONAL AND ACADEMIC EXPERIENCE

2023 – present	Professor, Cheung Kong Graduate School of Business
2016 - 2022	Professor, Shanghai Advanced Institute of Finance, Shanghai Jiaotong University
2013 - 2016	Professor, Cheung Kong Graduate School of Business
2011 - 2012	Visiting Associate Professor, Cheung Kong Graduate School of Business
2010 - 2013	Associate Professor, Finning Junior Professorship in Marketing, University of British Columbia, Sauder School of Business
2005 – 2010	Assistant Professor, University of British Columbia, Sauder School of Business
2004 - 2005	Instructor, University of Minnesota, Carlson School of Management
1999 - 2004	Research Assistant, University of Minnesota, Carlson School of Management
1997 - 1999	Project Manager, Power Generation Division, ABB China Ltd. Beijing, P. R. China
1994 - 1997	Project Manager, China Machine-Building International Co. Beijing, P. R. China

HONORS AND AWARDS

Finalist, Long Term Impact Award, Society for Marketing Science, 2020

Finalist, Long Term Impact Award, Society for Marketing Science, 2018

MSI 2009 Young Scholar

AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.

Carlson School of Management Dissertation Award, University of Minnesota, 2003-2004.

INFORMS Marketing Science Doctoral Consortium Fellow 2003

Albert J. Haring Symposium Representative, Indiana University, March 2003.

Carlson School of Management Graduate Fellowship, University of Minnesota, 1999- 2003.

RESEARCH INTERESTS

New Empirical Industry Organization; Learning Models; Structural modeling of consumer choice and firm strategies (pricing, advertising and promotion); Channel Choice; Entertainment Industry (Movie, video game); Social Network

REFEREED JOURNAL PUBLICATIONS

1. Liang, Sky, Xinlei (Jack) Chen, Shengnan Han, Jinglong Zhang, Yubo Chen (2025) “Is the Money Spent on Short-Form Video Social Platforms Worth It? The Role of Advertising Spillover in a Large-Scale Randomized Field Experiment on ByteDance” , Forthcoming at *Marketing Science*
 2. Liang, Yitian (Sky), Xinlei (Jack) Chen, Yuxin Chen, Ping Xiao, Jinglong Zhang (2024) “Mobile ad fraud: Empirical patterns in publisher and advertising campaign data,” *International Journal of Research in Marketing*, 41(2), 265-281
 3. Chen, Xinlei (Jack), Xiaohua Zeng, Cheng Zhang (2023) “Does Concealing Gender Identity Help Women Win The Competition? An Empirical Investigation Into Online Video Games” *Marketing Science*, Vol 42 (3), p. 551–568
 4. Xiao, Ping, Xinlei Chen, Yuxin Chen, Wei Lu (2021) “Violation Behavior in Vertical Restraint: Empirical Analyses in the Case of Minimum Retail Price Maintenance,” *International Journal of Research in Marketing*, 2021-12, Vol.38 (4), p.953-973
 5. Xiao, Ping, Ruli Xiao, Sky Liang, Xinlei Chen, Wei Lu (2019)“Effect of the Government’s Subsidy Program: Accessibility Beyond Affordability” *Management Science*, Vol 66(7), p 3211-3233
 6. Chen, Xinlei, Yitian Liang (2017) “A Review And Reflection On The Analysis of China Questions In Marketing” *Journal of Marketing Science*, 13(4): 124-131
 7. Chen, Xinlei (Jack), Yuxin Chen and Charles B. Weinberg (2013), “Learning About Movies: The Impact of Movie Release Types on the Nationwide Box Office” *Journal of Culture Economics*, 37, 359-386
 8. Chen, Xinlei (Jack), Yuxin Chen and Ping Xiao (2013), “The Impact of Sampling and Network Topology on the Estimation of Social Inter-correlations” *Journal of Marketing Research*, Vol. 50, No. 1, pp. 95-110
 9. Rui Zhu, Utpal Dholakia, Xinlei (Jack) Chen and Rene Algesheimer (2012), “Does Online Community Participation Foster Risky Financial Behavior?” *Journal of Marketing Research*, Vol 49, No. 3 (June), 394-407
 10. Hai Che, Xinlei (Jack) Chen and Yuxin Chen (2012), “Investigating Effects of Out-of-Stock on Consumer SKU Choice” *Journal of Marketing Research*, Vol. 49, No. 4 (August), pp. 502-513
 11. Lan Luo, Xinlei (Jack) Chen, Jeanie Han, and C. W. Park (2010), “Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases” *Journal of Marketing Research*, Vol 47, Issue 6, 1114-1128
 12. Chen, Xinlei (Jack), Om Narasimhan, George John, and Tirtha Dhar (2010), “An Empirical Investigation of Private Label Supply by National Label Producers” *Marketing Science*, July-August, Vol. 29, 738-755
 13. Nitin Mehta, Xinlei (Jack) Chen and Om Narasimhan (2010) “Examining Demand Elasticities in Hanemann’s Framework: A Theoretical and Empirical Analysis,” *Marketing Science*, May-June, Vol. 29, 422-437
- Finalist, Long Term Impact Award, Society for Marketing Science, 2020*
14. Chen, Xinlei (Jack), George John, Julie M. Hays, Arthur V. Hill, and Susan E. Geurs (2009), “Learning from A Service Guarantee Quasi-Experiment” *Journal of Marketing Research*, Vol. 46, Issue 5, 584-596
 15. Zhu, Rui (Juliet), Xinlei (Jack) Chen, and Srabana Dasgupta (2008), “Exploring the Effect of Trade-In Value on Consumers’ Willingness to Pay for the New Product” *Journal of Marketing Research*, Vol. 45, Issue 2, 159-170
 16. Mehta, Nitin, Xinlei (Jack) Chen and Om Narasimhan (2008), “Informing, Transforming, and Persuading: Disentangling the Multiple Effects of Advertising on Brand Choice Decisions” *Marketing Science*, Vol 27, Issue 3, 334-355
- Finalist, Long Term Impact Award, Society for Marketing Science, 2018*

17. Chen, Xinlei (Jack), George John and Om Narasimhan (2008), “Assessing the Consequences of A Channel Switch”, *Marketing Science*, Vol 27, Issue 3, 398-416

WORKING PAPERS

Liang, Sky, Xinlei (Jack) Chen, Rui Zhu, Aimee Lin (2023) “Does The National Restriction On Online Video Playing Time Affect Children’s Preference Towards Video Game?” under review at *Journal of Marketing*

BOOKS

陈歆磊, 史颖波. 破绽 风口上的独角兽. 中信出版社, 2019-3-1

INVITED TALKS

- 2017 “Thoughts on Research in China Question”
Keynote, Journal of Marketing Science Conference
- 2014 “The Compliance Problem in Vertical Restraint: An Empirical Test in the Case of Minimum Retail Price Maintenance”
Shanghai University of Finance and Economics
- 2013 “Manufacturer Collusion or Service Provision: An Empirical Test of the Mechanism of Minimum Retail Price Maintenance through Retail Price Deviation”
HKUST Marketing Camp (December)
- “There’s no ‘I’ in ‘Team:’ Estimating NBA Players’ Offensive Production”
University of Iowa Marketing Symposium (May)
- “Manufacturer Collusion or Service Provision: An Empirical Test of the Mechanism of Minimum Retail Price Maintenance through Retail Price Deviation”
HKUST Marketing Camp (December)
- 2012 “Empirical Test of Gender Stereotype in the Competitive Environment”
Renmin University (April)
Tsinghua University (May)
- 2011 “Empirical Test of Gender Stereotype in the Competitive Environment”
Peking University (November)
Fudan University (November)
- 2010 “An Empirical Model of Team Competition: the German Soccer League”
Fuqua School of Business, Duke University (March)
- “An Empirical Investigation of Private Label Supply by National Label Producers”
Kellogg School of Management, Northwestern University (February)
- 2009 Discussant (Invited), SICS conference, Berkeley (July)
- “Investigating Effects of Out-of-Stock on Consumer SKU Choice”
Operation and Logistic Department, UBC (March)
- 2008 “An Empirical Investigation of Private Label Supply by National Label Producers”
Booth School of Business, University of Chicago (May)
- “Learning About Movies: The Impact of Movie Release Types on the Nationwide Box Office”
Washington University in St. Louis (March)

- | | |
|------|---|
| 2007 | “Learning About Movies: The Impact of Movie Release Types on the Nationwide Box Office” Peking University |
| 2004 | “Assessing the Effects of a Channel Switch”
University of Texas at Dallas
University of Houston
University of Utah
University of British Columbia |

TEACHING

UBC

- Modeling Seminar (PHD)
- Marketing Management (Undergraduate, MBA)
- Pricing (Undergraduate, MBA)

CKGSB

- Distribution Channel (Executive Education)
- Branding (MBA)
- Strategic Marketing in China (MBA)
- Marketing Management (EMBA)
- Pricing Strategy (EMBA, MBA)
- Advanced Business Analytics (MBA)
- Market Regulation and Anti-Trust in China (EMBA)

SAIF

- Marketing Management (MBA, EMBA, EE)
- Pricing Strategy (MBA)
- Advanced Business Analytics (MBA)

PROFESSIONAL SERVICE

2020-2023	Director, Financial Marketing Center, SAIF
2016-2019	Director, Branding Center, SAIF
2016-2019	Deputy Dean, SAIF
2016-2016	Director, CKGSB-IMD Dual EMBA Degree Program
2013-2016	Co-Director, Branding Center, CKGSB
2013-2016	Academic Director, MBA program, CKGSB
2011-2012	Academic Director for UBC-SJTU International MBA program

ACADEMIC SERVICE

- Editorial Board, *Marketing Science* 2017-2021
- Reviewer for *Marketing Science*, *Management Science*, and *Journal of Marketing Research*