KEYAN LI

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ACADEMIC APPOINTMENT

University of Notre Dame

Mendoza College of Business

Assistant Professor of Marketing   2024 - Present

Massachusetts Institute of Technology (MIT)

MIT Sloan School of Management

Research Affiliate   2024 - Present

EDUCATION

Massachusetts Institute of Technology (MIT)

MIT Sloan School of Management

Ph.D. in Management (concentration: Quantitative Marketing)   2024

  Co-advisors: Duncan Simester, Juanjuan Zhang

S.M. in Management Research   2022

Tsinghua University

School of Economics and Management

M.S. in Theoretical Economics   2018

Fudan University

School of Economics

B.Econ. in Economics (ranked 1st in class)   2015

RESEARCH AND TEACHING INTERESTS

Substantive: Marketing Methodology, Innovation and Creavity, Incentive Design, Targeted Marketing

Methodological: Machine Learning, Adaptive Leaning, Game Theory, Causal Inference

WORKING PAPERS

"Targeted Marketing with Large Batches," with Duncan Simester

  ASA Statistics in Marketing Doctoral Dissertation Research Award, Finalist

"When Customer Search Stifles Product Innovations"

"The Invisible Hand Behind Luxury Consumption in China," with Liyin Jin, Hongju Liu, Qiaowei Shen
    Reject and resubmit at *Marketing Science*

SELECTED WORK IN PROGRESS

"Learning from Rookies," with Lei Huang, Juanjuan Zhang, Yuting Zhu

"Mistargeting in Online Advertising," with Tony Ke

FELLOWSHIPS, GRANTS AND AWARDS

ASA Statistics in Marketing Doctoral Dissertation Research Award, Finalist	2024
MIT Sloan School of Management Ph.D. Fellowship	Until 2024
ISMS Doctoral Consortium Fellow	2021
Tsinghua – Dow Chemical Scholarship	2016
Fudan University Excellent Graduating Student Scholarship	2015
Fudan Undergraduate Research Opportunities Program (FDUROP)	2014
Fudan University Exchange Student Scholarship	2013
Leo KoGuan Scholarship	2012
Star of Fudan College Award, Finalist	2012
Provincial Excellent Student Award	2011

INVITED SEMINAR PRESENTATIONS

MIT Sloan School of Management, Marketing Seminar, Cambridge, MA	2024
Peking University, Guanghua School of Management, Marketing Seminar, Beijing	2023
University of Texas at Dallas, Naveen Jindal School of Management, Marketing Seminar, Dallas, TX	2023
Santa Clara University, Leavey School of Business, Marketing Seminar, Santa Clara, CA	2023
Rice University, Jones Graduate School of Business, Marketing Seminar, Houston, TX	2023
CUHK Business School, Marketing Seminar, Hong Kong	2023
NYU Stern School of Business, Marketing Seminar, New York, NY	2023
Virginia Tech, Pamplin College of Business, Marketing Seminar, Blacksburg, VA	2023
University of Notre Dame, Mendoza College of Business, Marketing Seminar, Notre Dame, IN	2023
University of Utah, David Eccles School of Business, Marketing Seminar, Salt Lake City, UT	2023
NUS Business School, Marketing Seminar, Singapore	2023
MIT Sloan School of Management, Marketing Seminar, Cambridge, MA	2023
MIT Sloan School of Management, Marketing Seminar, Cambridge, MA	2023
MIT Sloan School of Management, Marketing Seminar, Cambridge, MA	2020

INVITED CONFERENCE PRESENTATIONS

Joint Statistical Meetings, Portland, OR	2024
Theory + Practice of Marketing Conference, Austin, TX	2024
AI in Management (AIM) Conference, USC, Los Angeles, CA	2024
MIT Sloan Doctoral Research Forum, Cambridge, MA	2024
ISMS Marketing Science Annual Conference, Virtual	2021
ISMS Marketing Science Annual Conference, Virtual	2020

TEACHING

COURSE CREATOR AND INSTRUCTOR, University of Notre Dame

MARK30500 Advertising Management (undergrad elective)	Fall 2024

GUEST LECTURER, Massachusetts Institute of Technology

15.814 Marketing Innovation (MBA core); *Guest Lecturer*	Fall 2021

TUTORIAL INSTRUCTOR, Massachusetts Institute of Technology

15.814/1 Marketing Innovation (MBA core), Marketing Faculty	Fall 2021 to Spring 2024 (6 times)
15.034 Big Data and Better Answers (MBA core), Joseph Doyle, Roberto Rigobon	Spring 2021
15.053 Optimization Methods in Business Analytics (undergrad core), James Orlin; *Head TA*	Spring 2021

TEACHING ASSISTANT, Massachusetts Institute of Technology

15.S54 Developing Strategic Insights (Sloan Fellow elective), Duncan Simester	Spring 2024
15.834 Marketing Strategy (MBA elective), Birger Wernerfelt	Spring 2023
15.838 Makerspace (Ph.D.), Juanjuan Zhang	Spring 2023
15.838 Data Products (Ph.D.), Juanjuan Zhang	Spring 2020

PROFESSIONAL SERVICE

Session Chair for Generative Models in Marketing, Joint Statistical Meetings, Portland, OR	2024
Session Chair, ISMS Marketing Science Annual Conference	2021
Session Chair, ISMS Marketing Science Annual Conference	2020

INDUSTRY EXPERIENCE

Canonical, *Research consulting collaboration*	2021 - Present
Crevestor Capital, *Analyst*	2015

MEMBERSHIP

Institute for Operations Research and the Management Sciences (INFORMS), INFORMS Society for Marketing Science (ISMS), American Marketing Association (AMA), American Statistics Association (ASA)

Languages

Machine Python, R, Mathematica, Stata, Julia/JuMP, Matlab, LaTeX

References

Duncan Simester (Co-Chair)
NTU Professor of Marketing
MIT Sloan School of Management
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(617) 258-0679

Juanjuan Zhang (Co-Chair)
John D. C. Little Professor of Marketing
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