

CHEN LIN

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EMPLOYMENT

Assistant Professor of Marketing July 2012-Present
Eli Broad College of Business, Michigan State University

EDUCATION

Ph.D., Marketing 2012
Goizueta Business School, Emory University

B.Computing.(with Honors), Electronic Commerce 2007
School of Computing, National University of Singapore

RESEARCH INTERESTS

Multi-Category/Multi-Media Decisions; Empirical/Structural Marketing Models; Digital and Social Media; Bayesian Statistics; Customer Relationship Management

PUBLICATIONS

Lin, Chen, Sriram Venkataraman and Sandy D. Jap (2013), "Media Multiplexing Behavior: Implications for Targeting and Media Planning," *Marketing Science*, March/April 2013, vol. 32 no. 2 310-324.

WORKING PAPERS

Lin, Chen and Douglas Bowman, "Consumer Choices Across Seemingly Disparate Product Categories: Latent Trait Segmentation", *In Preparation to be Submitted to Journal of Marketing Research*

Lin, Chen and Douglas Bowman, "The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability", ", *Under Review at Journal of Marketing*

WORK IN PROGRESS

Lin, Chen, Yuxin Chen and Jeongwen Chiang, "The Optimal Design of SoLoMo Marketing".

Lin, Chen, Yang Li and Sandy D. Jap, "Multi-Channel Advertising ROI"

CONFERENCE PRESENTATIONS AND INVITED TALKS

"Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits," University of Chicago Booth School of Business, Chicago, IL, May 2014.

"Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits," AMA Winter Educators' Conference, Las Vegas, Nevada, Feb 2013.

"Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits," INFORMS Marketing Science Conference, Boston University, Boston, MA, June 2012.

"Media Multiplexing Behavior: Implications for Targeting and Media Planning," 'EmoryMAC Spring Conference on Best Practices in Analytics', Emory University, Atlanta, GA, March 2012.

"Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits," Frank Bass UTD-Frontiers of Research in Marketing Conference, University of Texas at Dallas, Richardson, TX, February 2012.

“Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits,” Georgia State University, Tsinghua University, Fudan University, Chinese European International Business School, Cheung Kong of Business, University of Hong Kong, Chinese University of Hong Kong, Loyola Marymount University, 2011

“Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits,” INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011.

“Media Multiplexing Behavior: Implications for Targeting and Media Planning,” Frank Bass UTD-Frontiers of Research in Marketing Conference, University of Texas at Dallas, Richardson, TX, February 2011. “Media Multiplexing Behavior: Implications for Targeting and Media Planning,” WIMI-MSI Conference on Cross-Platform and Multi-Channel Customer Behavior, University of Pennsylvania, Philadelphia, PA, December 2010.

“The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability,” INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 2009.

HONORS AND AWARD

Haring Symposium Faculty Representative, Indiana University, 2014.

Chinese European International Business School Research Grant, USD \$30,000, 2014-2015.

Best Op-Ed Columnist on Sina Finance, 2013

2013 AMA Winter Educators’ Conference Best Paper Award in Marketing Research and Analytics, 2013

INFORMS Doctoral Consortium Fellow, Rice University, 2011, and University of Michigan, 2009

Goizueta Fellowship, Emory University, 2011

Winner, MSI-WIMI Proposal Competition on Multichannel Customer Behavior, 2010

Duke-Columbia-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, 2010

Graduate School Fellowship, Emory University, 2007-2012

Graduate School Travel Grants, Emory University, 2008, 2009, 2010, 2011, 2012

Sheth Fellow, Emory University, 2009

Undergraduate Research Opportunities Program, National University of Singapore, 2005-2006

University Scholars Program, National University of Singapore, 2003-2007

Singapore Ministry of Education Scholarship, 2002-2007

Accelerated Program for Talented High School Students, National University of Singapore, 2002-2003

First Runner-up, National High School Debate Competition, China, 2002

TEACHING

Instructor, MKT 460: Marketing Strategy, Michigan State University, Fall 2012, Fall 2013

Co-Instructor, MKT 908: Marketing Decision Models, Michigan State University, Fall 2012

SERVICE

Department Advisory Committee, Marketing Department, Michigan State University, 2012-Present

Recruiting Committee, Marketing Department, Michigan State University, 2013

Faculty Advisor, Broad Chinese Business Society, 2013-2014

Faculty Mentor, Chinese Undergraduate Students Association, 2013-2014

MEDIA MENTIONS

Op-Ed Columnist (Monthly basis 2013-2014), Sina Finance, CBN Weekly, Global Times, CNStock, Forbs, Greater Lansing Business Monthly

A New Business Model Comes to Lansing: SoLoMo with CRM, Greater Lansing Business Monthly, December Issue, 2013

Making Marketing Better, Greater Lansing Business Monthly (Cover Story), August Issue, 2013

Buying Ad Time Just Got Easier MSU TODAY, Feb 19, 2013.

MSU Study May Help Advertisers Spend Wisely Michigan Radio/NPR, Feb 20, 2013.

PROFESSIONAL EXPERIENCES

Member, National Committee of the Chinese People's Political Consultative Conference--Yantai Municipal Government

Member, All China Youth Federation

Assistant Marketing Specialist, Missouri Department of Economic Development, Jefferson City, MO, 2006-2007

Research Assistant, National University of Singapore and INSEAD-Singapore, Singapore, 2005-2006

Summer Analyst, China International Trust and Investment Corporation (CITIC) Group, China, 2005

Member, Organizing Committee, APEC E-Commerce Fair, China, 2004

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

