

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

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

PUBLICATIONS

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

WORKING PAPERS

Lin, Chen, "Born Digital, Grow Mobile: An Analysis of the E-Brands Using Alibaba Data"

Lin, Chen and Douglas Bowman, "Consumer Choices Across Seemingly Disparate Product Categories: Latent Trait Segmentation"

Lin, Chen and Douglas Bowman, "The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability".

WORK IN PROGRESS

Lin, Chen and Yuxin Chen and Jeongwen Chiang, "The Optimal Design of So-Lo-Mo Marketing".

Lin, Chen. "How Mobile Commerce is Different from PC Commerce: A Field Experiment".

Zhu, Feida, Chen Lin, Yuxin Chen and Jeongwen Chiang, "Linking O2O to CRM Strategies".

HONORS AND AWARDS

Yahoo! Faculty Research and Engagement Program Award (\$20K), Palo Alto, CA, 2014

Winner, MSI Proposal Competition on Social Interactions and Social Media Marketing (\$7K), 2014

Haring Symposium, Indiana University, 2014

Best Op-Ed Columnist, Sina Finance, 2013

AMA Winter Educators' Conference Best Paper Award in Marketing Research and Analytics, Las Vegas, NV, 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 (\$8K), 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

INVITED TALKS AND CONFERENCE PRESENTATIONS

"High Frequency Internet Data", Invited Session at American Mathematical Society Conference, Schedule, Spring 2015.

"The Optimal Design of SoLoMo Marketing," INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2014.

"Consumer Choices Across Seemingly Disparate Product Categories: Value-based Segmentation by Latent Traits," University of Chicago, Chicago, IL, May 2014(Also at Georgia State University, The University of Hong Kong, Chinese University of Hong Kong, China European International Business School, Cheung Kong Graduate School of Business, Tsinghua University, Fudan University)

"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," 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.

TEACHING

Co-Instructor, MKT 812/822 (MBA Core): Integrated Marketing Communications and Social Media Marketing, Michigan State University, Spring 2015 (Scheduled).

Instructor, MKT 460 (Undergraduate Capstone): Marketing Strategy, Michigan State University, Fall 2012, 2013, 2014.

Co-Instructor, MKT 908 (PhD Seminar): Marketing Decision Models, Michigan State University, Fall 2012, 2014.

Teaching Associate, BUS 449/549 (BBA and MBA): Customer Relationship Management and Social Media Marketing, Spring 2010.

SERVICE

Undergraduate Program Committee, Michigan State University, 2014-2015

Department Advisory Committee, Michigan State University, 2012-2014

Recruiting Committee, Michigan State University, 2012, 2013

Faculty Mentor, Broad Chinese Business Society, 2012-Present

Faculty Mentor, Chinese Entrepreneurship Network, Michigan State University, 2012, 2013

Member, Municipal Committee of the Chinese People's Political Consultative and China Youth Federation, Shandong, China, 2013-Present

MEDIA PUBLICATIONS AND EXPOSURE

"Six Steps to Internet Thinking", *Harvard Business Review (China)*, September 2014

"China's Movie Industry: All That Glitters Isn't Gold," *Forbes*, August 24, 2014

"A Bite of China—Is "Internet Thinking" A Fad," *Forbes*, May 20, 2014

Guest on *Larry Lang's Show* (《财经郎眼》), July 2014 (Become the Top Watched Episodes on Youku with more than 1 million views).

Op-Ed Columnist on *Sina Finance*, published monthly marketing columns in Chinese (<http://finance.sina.com.cn/zl/international/linchen.shtml>), Nominated as the Best Columnist 2013 on Sina Finance, with multiple columns win the No.1 Most Read Article of the Week on Sina Finance.

"Reading Consumer's Mind," *CEIBS Business Review* June 6 2014

"Valuation Worries Cast Shadow over Weibo," *Global Times*, April 24, 2014

"How Much is Weibo Worth? (in Chinese)" *CNStock*, April 4, 2014

"SoLoMo and CRM Strategies in Web 2.0", *Greater Lansing Business Monthly*, December 2013

MEDIA MENTIONS

"Chinese Consumer Electronics Brand in the US," *World Journal*, September 21, 2014

"Chen Lin: Making Marketing Better (Cover Story)," *Greater Lansing Business Monthly*, August 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

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)

INFORMS Society on Marketing Science (ISMS)