

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
Dissertation: Modeling Complex Decisions Under Multiple Consumption Scenarios

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, "Media Multiplexing Behavior: Implications for Targeting and Media Planning," *Forthcoming, Marketing Science*.

WORKING PAPERS

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".

CONFERENCE PRESENTATIONS

"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.

HONORS AND AWARDS

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

SERVICE

Department Advisory Committee, Michigan State University, 2012-Present

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)