

CHEN LIN

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EMPLOYMENT

Assistant Professor of Marketing
Eli Broad College of Business, Michigan State University

July 2012-Present

EDUCATION

Ph.D., Marketing
Goizueta Business School, Emory University
Dissertation: Modeling Complex Decisions Under Multiple Consumption Scenarios

2012

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

2007

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," 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.

HONORS AND AWARDS

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

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

SERVICE

Department Advisory Committee, Michigan State University, 2012-Present

MEDIA MENTIONS

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)