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EMPLOYMENT

Assistant Professor of Marketing, University of Delaware 2017 -

EDUCATION

Ph.D. Marketing, Jindal School of Management, The University of Texas at Dallas 2017

Fields of Specialization: Quantitative Marketing, Empirical Industrial Organization

B. BA. Marketing with Honors, School of Management, Fudan University 2011

RESEARCH INTERESTS

Online Advertising, Social Media, User Generated Content, Consumer Search

WORKING PAPERS

Li, Yiyi, Ying Xie, and Zhiqiang (Eric) Zheng, “**Modeling Multi-Channel Advertising Attribution Across Competitors,**” *Revise and Resubmit at MIS Quarterly*, September 2017
Abstract:

The bursts and multiplicity of Internet advertising have made multi-channel attribution an immediate challenge for marketing practitioners. Existing attribution models predominantly focus on analyzing consumers’ converting path with respect to one focal firm while largely overlooking the impact of their interactions with competing firms, leading to biased advertising effectiveness estimates. We address this problem by developing an integrated individual-level choice model that considers consumers’ online visit and purchase decisions across all competitors within one industry. We specifically analyze the effects of multi-channel advertising on: (1) consumer choice of entry site, (2) consumer search decisions concerning the remaining websites that compete in the same industry, and (3) subsequent purchase at one of the searched websites. We quantify the impact of different digital advertising channels on consumers’ decisions at different purchase funnel stages based on an individual-level click stream data for the online air ticket booking industry. We find that information stock collected through all advertising channels contributes significantly to consumers’ visit and purchase decisions, among which search advertising is more effective in driving the choice of entry site while email advertising has a larger effect on visit decision concerning remaining websites and purchase decision. The own- and cross-marginal impacts of various ad channels on each firm vary widely across competitors, and this is true at all purchase funnel stages. We also show that neglecting competition may lead to underestimated advertising effects and worse predictions, by comparing the estimated advertising effectiveness and predictive performance of our proposed model with those of the common baseline model that only models consumers’ binary purchase decisions on a focal firm.

Li, Yiyi and Ying Xie, **“Is a Picture Worth a Thousand Words? An Empirical Study on Imagery Content and Social Media Engagement,”** *Revise and Resubmit at Journal of Marketing Research*, March 2017

Abstract:

Are social media posts with pictures more popular than those without? Why pictures with certain characteristics induce more interaction and propagation than some other pictures do? Using a large dataset of Twitter posts related to the airline industry, we empirically examine three effects of imagery content in a social media post on users' liking and sharing behaviors. Our results indicate a strong mere presence effect: the inclusion of an immediately viewable picture in a Tweet lifts the number of Likes and Retweets for the Tweet by 231% and 479% respectively. However, Tweets with linked pictures receive fewer Likes and Retweets than Tweets without any pictures. Moreover, we find that pictorial characteristics have disparate effects on liking and sharing: personal content increases liking while artistic and informational content increases sharing. Last, we find that picture-text congruency also matters: unexpected pictures increase both liking and sharing, while relevant pictures only increase liking but not sharing. These results will shed light on how to improve social media content strategies and foster reader engagement.

WORK IN PROGRESS

Li, Yiyi and Ying Xie, **“The Mere Availability “Bias” of Imagery Content in Online Review Valence Imagery Content and Star Rating in Online Review.”**

Abstract:

Online review is an important information source for both consumers and marketers. Given the quick rise of imagery content in social media and its significant role in e-WOM, this study empirically examines the association between the inclusion of imagery content and review valence with the aim to provide answers to the following two questions: first, why would users choose to upload photos to accompany text reviews; and second, would the inclusion of imagery content lead to an upward “bias” in review valence? We use a data set containing restaurant reviews with and without photos provided by Yelp.com and find that reviews with photos tend to have higher star ratings compared to those without and photo uploading decision is affected by user's intention to show effort, motivation to gain image-utility and underlying topic and valence of text review. We provide two explanations for our finding and discuss the implications for marketers and consumers.

Li, Yiyi and Ying Xie, **“The Power of Match: How Does Social Media Content Affect Sales?”**

Abstract:

Firms have been increasingly investing in social media marketing. One of the objectives of their social media program is to foster customer engagement by increasing likes, comments, shares, etc. However, establishing a link between social media engagement and sales revenue is

challenging, especially when firms adopt multiple advertising channels and appears on multiple social media platforms. In this study, we aim to measure the incremental contribution of social media marketing to a brand's sales revenue. Specifically, we focus on the mediation effect of two types of match: the match between social media platform and the brand's target audience; and the match between the content of social media posts and the advertised messages of marketing campaigns run by the firm on other media. The finding of this study will shed light on the importance of integrating social media into the company's overall advertising and promotion strategy.

CONFERENCE PRESENTATIONS

“Imagery Content and Social Media Engagement”

38 th ISMS Marketing Science Conference, Shanghai, China	2016
Discussant, 10 th UT Dallas Frank M. Bass FORMS Conference, Dallas	2016
“Modeling Multi-Channel Advertising Attribution Across Competitors”	
10 th CSWIM, Dalian, China	2016
UH Marketing Doctoral Symposium, Houston	2015
37 th ISMS Marketing Science Conference, Baltimore	2015
5 th Theory + Practice in Marketing (TPM), Atlanta	2015

HONORS AND AWARDS

Fellow, AMA-Sheth Foundation Doctoral Consortium	2015
Fellow, Marketing Science Doctoral Consortium	2015
Fellow, UH Marketing Doctoral Symposium	2014 & 2015
Full scholarship at University of Texas at Dallas	2011-2016
Outstanding Undergraduate Thesis, Fudan University	2011
People's Scholarship (First Class), Fudan University	2010 & 2011

TEACHING INTERESTS AND EXPERIENCE

Teaching Interests

Business Analytics, Predictive Analytics, Marketing Research, Social Media Marketing

Teaching Experience

Instructor, Principles of Marketing, UTD	2015-2017
<i>Evaluations: average 4.6/5.0</i>	
Teaching Assistant, Capstone Course in Marketing, UTD	2013 & 2014
Teaching Assistant, Principles of Marketing, UTD	2013
Teaching Assistant, Capstone Marketing Decision Making, UTD	2012

COMPUTER LANGUAGES

Data Analysis: SAS, Matlab, Stata, Gauss

Web Scraper and Nature Language Processing: Perl, Python

REFERENCES

Professor Ying Xie (Dissertation Chair)

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