

XIAOJING DONG

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EDUCATIONAL BACKGROUND

PhD, Northwestern University, Evanston, IL
MS, Massachusetts Institute of Technology, Cambridge, MA
BS, Tsinghua University, Beijing, China

PROFESSIONAL EXPERIENCE

Santa Clara University, Santa Clara, CA

Associate Professor of Marketing and Business Analytics
Director of Master of Science in Marketing, 2023 – present
Director of International Partnerships, September 2016 – 2020
Founding Director of Master of Science in Business Analytics, September 2015 – 2020
Founding Co-Director of the MBA Data Science concentration, September 2014 – 2022
Assistant Professor of Marketing, September 2006– August 2014

Northwestern University, Evanston, IL

Research Assistant to professors Pradeep K. Chintagunta and Puneet Manchanda in Marketing at U of Chicago, Sept. 2004- June 2006
Research Assistant to Prof. Frank Koppelman, at Northwestern University, Sept. 2000 – Sept. 2004
President of Chinese Students and Scholars Association, 2001-2002

MIT, Cambridge, MA

Research Assistant and Teaching Assistant to Professor Moshe Ben-Akiva, July 1998 – June 2000

Reviewer for

Editorial review board, *Journal of Business Research*
For journals: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Operations Research*, *Information System Research*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Transportation Research A*, *Marketing Letters*, *Journal of Investment Management*
For conferences: *EMAC (European Marketing Academy Conference)*, *AMA Summer Educator's Conference*, *AMA Winter Educator's Conference*.
For book publishers: *World Scientific Publishing Co. Inc.*; *John Wiley & Sons, Inc.*; *Palgrave Macmillan*

Areas of Interests

Methodologies: LLM applications, Machine learning, Deep learning, Econometrics, Bayesian Statistics, Causal Analysis
Applications: Customer decision making process, business decisions and optimization, translate business problems into data mining questions and interpret modeling results into actionable decisions.

PUBLICATIONS

Refereed Journal Articles

- Zhang, Lulu, Yan Xiao, Zichun Xiang, Lan Chen, Ying Wang, Xinming Wang, Xiaojing Dong, Lili Ren and Jianwei Wang (2023), “Statistical Analysis of Common Respiratory Viruses Reveals the Binary of Virus-Virus Interaction,” *Microbiology Spectrum* 11 (4).
- Curiskis, Stephan, Xiaojing Dong, Fan Jiang and Mark Scarr (2023), “A Novel Approach to Predicting customer Lifetime value in B2B SaaS Companies,” *Journal of Marketing Analytics*.
- Morozov, Ilya, Stephan Seiler, Xiaojing Dong and Liwen Hou (2021), “Estimation of Preference heterogeneity in markets with Costly Search,” *Marketing Science*, 40 (5), pages 813-1007.
- Yacheng Sun, Xiaojing Dong and Shelby McIntyre (2017), “Motivation of User-Generated Content: Social Connectedness Moderates the Effects of Monetary Rewards,” *Marketing Science*, 36(3), pages 329-337.
- **Press Release:** Paying Online Community Members to Write Product Reviews Backfires Badly Among the Socially Influential
- **Media:** Paying for Online Reviews Can Backfire (*Harvard Business Review* 2017, Vol. 95(5), page 22)
- **Media:** Why Paying Users to Write Reviews of Products Is Probably a Bad Idea (*Consumer Affairs*)
- **Media:** Study Finds Paying For Online Reviews Leads To Fewer Reviews (*Consumerist*)
- **Media:** What Motivates User-Generated Content? Small Monetary Rewards Backfire Again (*Analysis Group*)
- Xiaojing Dong and John Heineke (2016), “Correlation or Causation?: The Sorry State of Inference in Empirical Modeling,” *Journal of Investment Management*, 14 (3), pages 62-73.
- Xiaojing Dong and Pradeep Chintagunta (2016), “Satisfaction Spillovers across Categories,” *Marketing Science*, 35 (2), 275-283.
- Savannah Wei Shi and Xiaojing Dong (2015), “The Effects of Bid-Pulsing on Keyword Performance in Search Engines,” *International Journal of Electronic Commerce*, 19 (2), pages 3-38.
- Xiaojing Dong, Ramkumar Janakiraman and Ying Xie (2014), “The Effects of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication,” *Marketing Science*, 33(4), pages 567-585.
- Xiaojing Dong and Ying Xie (2014), “The Role of Experimentation vs. Subsidy in Physician's Dispensing of Free Drug Samples,” *Journal of Marketing Analytics*, 2(3), pages 135-161.
- Xiaojing Dong and Shelby McIntyre (2014), A Book Review on “The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies,” *Quantitative Finance*, 14 (11), pages 1895-1896.
- Xiaojing Dong and Frank S. Koppelman (2014), “Comparisons of Discrete vs. Continuous Representations of Unobserved Heterogeneity,” *Journal of Marketing Analytics*, 2 (1), pages 43-58.
- Xiaojing Dong and Carrie H. Pan (2013), “Bayesian Modeling in Finance,” *Journal of Investment Management*, Vol. 11 (1), pages 82-97.
- Xiaojing Dong, Pradeep K. Chintagunta and Puneet Manchanda (2011), “A New Multivariate Count Data Model to Study Multi-Category Physician Prescription Behavior,” *Quantitative Marketing and Economics*, Vol. 9 (3), pages 301-337.
- Xiaojing Dong, Puneet Manchanda and Pradeep Chintagunta (2009), “Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior,” *Journal of Marketing Research*, Vol. 46 (2), pages 207-221.

- Xiaojing Dong, Moshe Ben-Akiva, John Bowman and Joan Walker (2006), “Moving from Trip-Based to Activity-Based Measure of Accessibility,” *Transportation Research A*, Vol. 2, 163-180.
- Puneet Manchanda, Dick Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing Dong, Peter Leeflang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap Wieringa, Marta Wosinska and Ying Xie (2005), “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” *Marketing Letters*, Vol. 16 (3-4), pages 293-308.

Book Chapters

- Philip Yelland and Xiaojing Dong (2014), “Forecasting Demand for Fashion Goods: A Hierarchical Bayesian Approach,” book chapter for *Intelligent Fashion Forecasting Systems: Models and Applications*, Editors: Tsan-Ming Choi, Chi-Leung Hui and Yong Yu, *Springer*.
- Xiaojing Dong, Ying Xie and Michael Li (2014), “Understanding Sample Usage and Sampling as a Promotion Tool – State of Industry Practice and Current Research,” book chapter for *Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success*, Editors: Min Ding, Jehoshua Eliashberg and Stefan Stremersch, *Springer*.
- Xiaojing Dong (2007), *Hierarchical Bayesian Method in the Study of Individual Level Behavior*, publisher: VDM Verlag Dr. Muller, ISBN 978-3836423533 (paper cover).
- Pradeep K. Chintagunta and Xiaojing Dong (2006), “Hazard/Survival Models in Marketing,” book chapter for *The Handbook of Market Research: Do’s and Don’ts*, Editors: Rajiv Grover and Marco Vriens, Sage Publications.
 - CHOICE Magazine Outstanding Academic Title for 2007.
- Xiaojing Dong (2006), “Advanced Statistical Methodologies in Discrete Choice Modeling (Classical and Bayesian),” book chapter for *Advanced Methodologies in Transportation Planning (in Chinese)*, Tsinghua University Press, Beijing, China.

Patent

- US11227226B2 (2022), Utilizing joint-probabilistic ensemble forecasting to generate improved digital predictions, Eugene Chen, Zhenyu Yan and Xiaojing Dong (Assigned to Adobe Inc.)
- US10956930B2 (2021), Dynamic Hierarchical Empirical Bayes and digital content control, Yuan Yuan, Zhenyu Yan, Yiwen Sun, Xiaojing Dong, Chen Dong, Abhishek Pani (Assigned to Adobe)
- US20200089786A1 (2020), Clustering techniques to automatically create groups of geographic regions, Xiang Cheng, Chen Wang, Michael J. Tambe, Megh Mehta, Xiaojing Dong, Chi-Yi Kuan (Assigned to Microsoft Inc.)

OTHER WORKING PAPERS

- “Comparative Messaging and Learning Deterrence: Evidence from Pharmaceutical Drug Detailing,” with Hong Ho (University of Chicago), Pradeep Chintagunta (University of Chicago) and Ying Xie (University of Texas, Dallas), invited for revision at Management Science.
- “The BART Approach for Controlling Complex Network Structure,” with Wayne Tailer (Southern Methodist University), under review.
- “The Dynamic and Spillover Effects of Social Comparison on Online Learning,” with Rebecca Chae (Santa Clara University), Banggang Wu (Xinan Finance and Economics University) and Xuebin Cui (Nanjing University), under review.
- “Divergence of Product Recommendations,” with Xiang Wan, Yuchi Zhang and Xiaosong Dong.

- “Multi-Hierarchical Labeling for Long and Unstructured Contents using LLMs,” with Wenxing Ma (Tsinghua University)
- “Understanding Consumer Preference using User Consumed Contents,” with Wenxing Ma and Yacheng Sun (both at Tsinghua University).
- “Unveiling Consumer Preference from Filtering Choices Using a Bayesian Dynamic Approach,” with Zoey Hu (University of Michigan)

AWARDS/HONORS

- 2015-2017 and 2020-2024, “Outstanding Performance in Research” awards each year, Leavey School of Business, Santa Clara University
- August 2023, Adobe Data Science Research Award, Adobe Inc.
- 2020, First award, for the Best Research Outcomes from Universities, issued by the Department of Education, China.
- 2020, Second award, for the Best Research Outcomes from Social Science Fields, issued by the City of Beijing, China.
- June 2018, Best Paper Award, for CMIC 2018, Beijing, China.
- December 2014, ACE Outstanding Teaching Award, Leavey School of Business, Santa Clara University.
- June 2014, Winner of MSI Research paper competition on “Social Interactions and Social Media Marketing,” Marketing Science Institute
- January 2010, Hackworth Research Grant from Markkula Center for Applied Ethics
- January 2009, “Outstanding Performance in Research” award, Leavey School of Business, Santa Clara University
- 2007-2015, Leavey Research Grants every year, Santa Clara University
- 2007-2015, University Research Grants every year, Santa Clara University
- November 2005, Alden G. Clayton Doctoral Dissertation Proposal Award at the Marketing Science Institute (MSI).
- June 2003, PhD consortium fellow at the Marketing Science conference, University of Maryland, College Park, MD
- June 2002, President of the Chinese Students and Scholars Association at Northwestern University, awarded as the Best Graduate student group.
- March, 2002, ASCE-IL Transportation sector Outstanding Student award
- September, 2000, Walter Murphy Fellowship from Northwestern University

INVITED SEMINARS AND TRAINING (selected)

- December 2024, “A New Approach to Generate Individual Level Data of Walled Garden Platforms: Linear Programming Reconstruction,” NeurIPS 2024 conference, Behavioral Machine Learning workshop, Vancouver, Canada.
- December 2024, “Divergence of Product Recommendations,” research seminar at University of British Columbia, Vancouver, Canada.
- June 2024, “The Impact of Social Comparison on Online Learning,” INFORMS Marketing Science conference, Sydney, Australia.

- May 2024, “Bayesian Dynamic Approaches,” keynote speech at The International Academic Conference on Marketing Management Innovation, Shandong, China (remote).
- May 2024, “Unveiling Consumer Preference from Filtering Choices Using Real Time Data,” EMAC conference, Romania.
- January 2024, “Personalized Recommendations: flourish for novice and falter for experts,” LSB seminar, Santa Clara, CA
- March 2024, “AI: History and Challenges,” keynote speech at WiDS (Women in Data Science) Datathon, Cupertino, CA.
- October 2022, “The Impact of Social Comparisons in Online Learning,” China Indian Insights Conference, University of Southern California, Los Angeles, CA.
- March 2021, “Customer Analytics and Data Science,” Apple Pay Data Science seminar, Apple Inc., Cupertino, CA.
- July 2020, “Comparative Advertising and Pharmaceutical Detailing,” invited seminar at Indian School of Management Ahmedabad (remote)
- July 2020, “Impact of Car Quota on Consumer Purchase and Firm Strategies – a Synthetic Control method,” invited presentation at CMIC conference (remote).

SELECTED SERVICES

- 2023-Now, elected member for the Rank and Tenure committee at the Leavey School of Business, Santa Clara University
- 2019-Now, Recruiting Committee Chair for Marketing faculty
- 2021-2024, Organizer for Annual Conference Women in Data Science, Santa Clara University
- 2017-2020, Chair for the Big Data Session in Chinese Marketing International Conference
- 2017-2020, elected member on the Business School Rank and Tenure committee
- 2016-2017, 2021-2023, elected member on the grievance committee for the business school
- 2015-2018, Recruiting committee for Business Analytics professor
- 2016-2017, Recruiting committee for Marketing professor
- 2013-2016, elected member of the University Research Committee, as representative from the Leavey School of Business
- 2011-2012, Recruiting committee for Information System faculty

SELECTED RECENT VOLUNTEERING

- December 2024-Now, elected member of Board of Directors of TAAC
- January 2024-Now, alumni interviewer for MIT admissions
- 2018-Now, interview panelist for the Schwarzman college at Tsinghua University
- 2020-Now, volunteer teacher at the CPMentorship for underprivileged children.
- 2018-Now, advisory board member for CSTU