

Xinlei (Jack) CHEN

**Professor of Marketing**

(Prof Chen will join CKGSB in July 2013)

**Ph.D. in Business Administration (Marketing),  
University of Minnesota Minneapolis, MN, U.S.A.**

**Research Interests:**

New Empirical Industry Organization; Learning Models; Structural modeling of consumer choice and firm strategies (pricing, advertising and promotion); Channel Choice; Entertainment Industry (Movie, video game); Social Network

**Introduction**

Xinlei Chen is an associate professor and Finning Junior Professor in marketing at the University of British Columbia (UBC), and a visiting associate professor in Cheung Kong Graduate School of Business (CKGSB). He received his B.E. from Tsinghua University and Ph.D. in Marketing from University of Minnesota. Professor Chen will join CKGSB in summer 2013.

Professor Chen's research interest focuses upon the pricing contract in distribution channels, impact of firm strategies (pricing, advertising and promotion) on consumer choice, and entertainment industry (movie, video game, etc.). Articles along these lines appear in the top academic journals such as Journal of Marketing Research and Marketing Science. Professor Chen was an MSI Young Scholar in 2009, which is granted biennially to some of the most promising scholars in marketing and closely related fields.

Professor Chen has extensive experience in teaching and consulting. Prior to UBC, he has been a project manager in power generation industry at China-Machine Building International Co. and ABB. He teaches Marketing Management and Pricing courses in undergraduate, MBA and PhD level in the UBC, and taught MBA, EMBA and various executive level courses in China.

**Achievements**

- MSI 2009 Young Scholar
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2004.
- Carlson School of Management Dissertation Award, University of Minnesota, 2003-2004.
- INFORMS Marketing Science Doctoral Consortium Fellow 2003
- Albert J. Haring Symposium Representative, Indiana University, March 2003.
- Carlson School of Management Graduate Fellowship, University of

Minnesota, 1999– 2003.

## Selected Publications

### REFEREED JOURNAL PUBLICATIONS

- Chen, Xinlei (Jack), Yuxin Chen and Charles B. Weinberg, “Learning About Movies: The Impact of Movie Release Types on the Nationwide Box Office” *Journal of Culture Economics*, Forthcoming
- Chen, Xinlei (Jack), Yuxin Chen and Ping Xiao, “The Impact of Sampling and Network Topology on the Estimation of Social Inter-correlations” *Journal of Marketing Research*, Vol. 50, No. 1, pp. 95–110
- Rui Zhu, Utpal Dholakia, Xinlei (Jack) Chen and Rene Algesheimer (2012), “Does Online Community Participation Foster Risky Financial Behavior?” *Journal of Marketing Research*, Vol 49, No. 3 (June), 394–407
- Hai Che, Xinlei (Jack) Chen and Yuxin Chen (2012), “Investigating Effects of Out-of-Stock on Consumer SKU Choice” *Journal of Marketing Research*, Vol. 49, No. 4 (August), pp. 502–513
- Lan Luo, Xinlei (Jack) Chen, Jeanie Han, and C. W. Park, “Dilution and Enhancement of Celebrity Brands through Sequential Movie Releases” *Journal of Marketing Research*, Vol 47, Issue 6, 1114–1128
- Chen, Xinlei (Jack), Om Narasimhan, George John, and Tirtha Dhar, “An Empirical Investigation of Private Label Supply by National Label Producers” *Marketing Science*, July–August, Vol. 29, 738–755
- Nitin Mehta, Xinlei (Jack) Chen and Om Narasimhan (2010) “Examining Demand Elasticities in Hanemann’s Framework: A Theoretical and Empirical Analysis,” *Marketing Science*, May–June, Vol. 29, 422–437
- Chen, Xinlei (Jack), George John, Julie M. Hays, Arthur V. Hill, and Susan E. Geurs (2009), “Learning from A Service Guarantee Quasi-Experiment” *Journal of Marketing Research*, Vol. 46, Issue 5, 584–596
- Zhu, Rui (Juliet), Xinlei (Jack) Chen, and Srabana Dasgupta (2008), “Exploring the Effect of Trade-In Value on Consumers’ Willingness to Pay for the New Product” *Journal of Marketing Research*, Vol. 45, Issue 2, 159–170
- Mehta, Nitin, Xinlei (Jack) Chen and Om Narasimhan (2008), “The Role of Informative and Transformative Effects of Advertising on Brand Choice Decisions” *Marketing Science*, Vol 27, Issue 3, 334–355
- Chen, Xinlei (Jack), George John and Om Narasimhan (2008), “Assessing the Consequences of A Channel Switch” , *Marketing Science*, *Marketing Science*, Vol 27, Issue 3, 398–416

### WORKING PAPERS

- Zeng, Xiaohua, Xinlei (Jack) Chen, and Yuxin Chen “Does Mere

Connection Lead To Social Interaction In Online Social Networks? An Empirical Investigation On Flickr.Com”

- Chen, Xinlei (Jack), Yuxin Chen and Kenneth Wilbur, “There’ s no ‘I’ in ‘Team:’ Estimating NBA Players’ Offensive Production”
- Chen, Xinlei (Jack), Xiaohua Zeng and Cheng Zhang, “Empirical Test of Gender Stereotype in Competitive Environment”

#### **WORK IN PROGRESS**

- “Quantify the Effect of A National Economy Stimulus Program” , with Ping Xiao and Sky Liang
- “Empirical Analysis of the Retailer’ s Violation of Vertical Restraints,” with Ping Xiao
- “Price Dispersion of Homogeneous Product When Searching Cost is Low,” with Sky Liang, Xiaohua Zeng and Cheng Zhang