

Hongshuang (Alice) Li

Fisher College of Business
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Academic Positions

Associate Professor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, May 2022 – present.

Assistant Professor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, June 2017 – May 2022.

Assistant Professor, Department of Marketing, Kelley School of Business, Indiana University, June 2014 – May 2017.

Education

Ph. D. Robert H. Smith School of Business, University of Maryland, 2014.

M. S. University of Illinois, Urbana-Champaign, 2009.

B. S. Renmin University of China, 2007.

Research Interests

Substantive: consumer path to purchase, multi-touch attribution, marketing mix model, search engine marketing, marketing analytics, textual analysis, digital goods, and software as a service.

Methods: Artificial intelligence, LLM, deep learning, machine learning, Bayesian statistics, experiments, and econometrics.

Articles in Peer-Reviewed Journals

Google Scholar Citations: 4,113

SSRN Downloads: 17,855

Recent Citations of My Research in Patents: Amazon (2024), Adobe (2022).

1. Bai, Chunguang, H. Alice Li, and Yongbo Xiao. "Industry 4.0 Technologies: Empirical Impacts and Decision Framework." forthcoming at *Production and Operations Management*.

2. Libai, Barak, Ana Babic Rosario, Maximilian Beichert, Bas Donkers, Michael Haenlein, Reto Hofstetter, P. K. Kannan, Ralf van der Lans, Andreas Lanz, H. Alice Li, Dina Mayzlin, Eitan Muller, Daniel Shapira, Jeremy Yang, and Lingling Zhang. "Influencer Marketing Unlocked: Understanding the Value Chains Driving the Creator Economy." *Journal of the Academy of Marketing Science*, 53, no. 1 (2025): 4-28.
3. Zhang, Judy, H. Alice Li, and Greg Allenby. "Using Text Analysis in Parallel Mediation Analysis." *Marketing Science*, 43, no. 5 (2024): 953-970.
4. Wan, Xiang, and H. Alice Li. "Gaining from Losing a Competition in Product Variety." *Production and Operations Management*, 33, no. 2 (2024): 577-594.
5. Churchill, Victor, H. Alice Li, and Dongbin Xiu. "Unraveling Consumer Purchase Journey Using Neural Network Models." *Journal of Machine Learning for Modeling and Computing*, 5, no.1 (2024): 69-83.
6. Li, H. Alice, and Xiang Wan. "Impact of Conflict Delisting and Relisting on Remaining Products in Retail Stores - Sales Gains across Products Categories and Spillovers to Nearby Stores," *Production and Operations Management* 32, no. 7 (2023): 2264-2282.
7. Li, Hongshuang (Alice). "Converting Free Users to Paid Subscribers in SaaS Contexts – The Impact of Marketing Touchpoints, Message Content, and Usage." *Production and Operations Management* 31, no. 5 (2022): 2185-2203.
 - Featured on Fisher News (Aug 9, 2023).
8. Li, Hongshuang (Alice), and Liye Ma. "Charting the Path to Purchase Using Topic Models." *Journal of Marketing Research* 57, no. 6 (2020): 1019-1036.
 - 2016 Adobe Digital Marketing Research Award.
 - 2018-2020 National Center of the Middle Market Research Funding and Fellowship.
9. Li, Hongshuang (Alice), Sanjay Jain, and P.K. Kannan. "Optimal Design of Free Samples for Digital Products and Services." *Journal of Marketing Research* 56, no. 3 (2019): 419-438.
 - Finalist, the 2019 Paul Green Award.
10. Kannan, P.K., and Hongshuang (Alice) Li. "Digital Marketing: A Framework, Review and Research Agenda." *International Journal of Research in Marketing* 34, no. 1 (2017): 22-45.
 - Winner, the 2017 IJRM Best Article Award.
 - Featured on Medium.com (Mar 15, 2018).

11. Li, Hongshuang (Alice), P.K. Kannan, Siva Viswanathan, and Abhishek Pani. “Attribution Strategies and Return on Keyword Investment in Paid Search Advertising.” *Marketing Science* 35, no. 6 (2016): 831-848.
 - Featured in ISMS press release (Oct 4, 2016), OnAnalytics at Kelley School of Business (Fall, 2016), and AdExchanger.com (June 23, 2017).
 - Lead article.
12. Wedel, Michel, Jin Yan, Eliot L. Siegel, and Hongshuang (Alice) Li. “Nodule Detection with Eye Movements.” *Journal of Behavioral Decision Making* 29, no. 2-3 (2016): 254-270.
13. Li, Hongshuang (Alice), and P.K. Kannan. “Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment.” *Journal of Marketing Research* 51, no. 1 (2014): 40-56.
 - Finalist, the 2014 Paul Green Award.
 - Finalist, the 2014 Marketing Science Institute's Buzzell Award.
 - Featured in *Insights from MSI* (Issue 1, 2013).
 - Earlier version published as a research report by the Marketing Science Institute, Report No. 12-115.

Other Publications

Kannan, P.K., and H. Alice Li, “A Market-Oriented Perspective on Digital Transformation,” in *A Research Agenda for Digital Transformation: Multidisciplinary Perspectives*, ed. John Q. Dong and Peter C. Verhoef. Cheltenham, United Kingdom: Edward Elgar Publishing, 2024.

Arora, Neeraj, Ron Berman, Elea McDonnell Feit, Dominique Hanssens, Alice Li, Mitchell Lovett, John Lynch, Carl Mela, Kenneth C. Wilbur. “MSI Blue Ribbon Panel Report: Charting the Future of Marketing Mix Modeling Best Practices.” *Marketing Science Institute*, August 2023. Available at: <https://www.msi.org/presentation/msi-blue-ribbon-panel-report-charting-the-future-of-marketing-mix-modeling-best-practices/>

Kannan, P.K., Xian Gu, and Hongshuang (Alice) Li. “Selecting and Optimizing the Freemium Sales Model.” *Impact at JMR*, February 14, 2023. Available at: <https://www.ama.org/marketing-news/selecting-and-optimizing-the-freemium-sales-model/>

Kannan, P.K., and Hongshuang (Alice) Li. “Multitouch Attribution in the Customer Purchase Journey.” *Impact at JMR*, April 2021, Available at: <https://www.ama.org/multitouch-attribution-in-the-customer-purchase-journey/>

Working Papers

Wan, Xiang, H. Alice Li, and Zenan Zhou, “AI Innovation in the Airline Industry.”

Under 3rd round review at *MSOM*

Churchill, Victor, H. Alice Li, and Dongbin Xiu, “Modeling Aggregate Consumer Journeys in a Cookie-Free Environment: A Two-Stage Framework for Marketing Mix Model.”

Chengzhao (Max) Tu, H. Alice Li, and Greg Allenby. “It’s Not Just What You Say, But When You Say It”

Zhang, Judy, H. Alice Li, and Greg Allenby. “Supervised Mediation Analysis.”

Zhou, Zenan, Xiang Wan, A. Michael Knemeyer, and H. Alice Li, “Baggage Tracking in the Airline Industry.”

Selective Work in Progress

Hong, Jiyeon, H. Alice Li, and Qing Liu, “Collaborative Intelligence Reconstructing the Invisible Consumer from Fragmented Survey Data”

Li, H. Alice and Liye Ma, “Integrated Hidden Markov and Deep Learning Model.”

Lu, Yuan, H. Alice Li, and Greg Allenby, “Interpretable Virtual Influencer Creation”

Kannan, P.K., Lan Luo, H. Alice Li, and Michael Trusov, “AI Recommendation System”

Invited Presentations

Academic Talks

University of Wisconsin, Madison, 2026 (scheduled).

UCLA, PhD seminar series, 2025.

George Mason University, 2025.

Western University, Canada, 2025.

MSI Summit, Los Angeles, CA, 2025.

University of Florida, 2024.

University of Texas at Dallas, 2024.

China Marketing International Conference, keynote speaker, China, 2024.

University College London, UK, 2024.

LUISS Guido Carli University, Italy, 2024.

Customer Journeys in a Digital World, invitational conference, Bocconi University, Italy, 2024.

Princeton University, data science program, 2023.

City University of Hong Kong, 2023.

University of Arizona, research camp, 2023.
Simon Fraser University, 2023.
The 12th Triennial Invitational Choice Symposium, Fontainebleau, France, 2023.
University of Miami, 2023.
MSI Summit & Roundtable Forum, Los Angeles, CA, 2023.
Nanyang Technological University, 2022.
University of Wisconsin – Milwaukee, 2022.
Carnegie Mellon University, 2021.
Washington University in St. Louis, research camp, 2019.
Erasmus University, 2019.
Xiamen University, 2019.
University of Houston, 2018.
National Taiwan University, 2018.
Dartmouth College, research camp, 2017.
The Ohio State University, 2017.
Cheung Kong Graduate School of Business, 2017.
Renmin University of China, 2017.
Xi'an Jiaotong University, 2017.
INSEAD, 2013.
Cornell University, 2013.
University of Texas at Dallas, 2013.
Indiana University, 2013.
Johns Hopkins University, 2013.
University of Iowa, 2013.
Lehigh University, 2013.
University of Tennessee, 2013.
Fordham University, 2013.
National University of Singapore, 2013.
Singapore Management University, 2013.
Nanyang Technological University, 2013.

Industry Talks

Ohio Telecom Association, 2025.
American Freight, 2024.
Amazon, 2023.
Adobe Inc., 2021, 2020.
Adobe Systems Inc., 2012.

Conference Presentations

Fisher AI in Business Conference, OH, 2025.
INFORMS Marketing Science Conference, DC, 2025.
MSI Scholar Conference, Park City, UT, 2025.
INFORMS Marketing Science Conference, Sydney, Australia, 2024.
Marketing Dynamics Conference, Santorini, Greece, 2024.
MSI Analytics Conference, Philadelphia, PA, 2023.
MSI Young Scholar Conference, Boulder, CO, 2022.
AMA Summer Conference, Paul Green Award Session, virtual, 2020.
INFORMS Marketing Science Conference, virtual, 2020.
Marketing Dynamics Conference, College Park, MD, 2019.
IEEE SMC Conference, Toronto, Canada, 2018.
Marketing Dynamics Conference, Dallas, TX, 2018.
China Marketing International Conference, Shanghai, China, 2018.
2018 INFORMS International Conference, Taipei, 2018.
AMA Winter Marketing Academic Conference, New Orleans, LA, 2018.
INFORMS Marketing Science Conference, Los Angeles, CA, 2017.
Marketing Dynamics Conference, Hong Kong, 2017.
AMA Winter Marketing Academic Conference, Las Vegas, NV, 2016.
AMS Conference, Mary Kay Dissertation Award Session, Denver, CO, 2015.
University of Maryland Dissertation Award Session, College Park, MD, 2015.
Kelley Forum on Marketing Analytics, Bloomington, IN, 2015.
INFORMS Marketing Science Conference, Baltimore, MD, 2015.
Mid-Atlantic Marketing Doctoral Symposium, Philadelphia, PA, 2013.
Haring Symposium, Bloomington, IN, 2013.
INFORMS Marketing Science Conference, Boston, MA, 2012.

Panels and Discussions

Panelist, Expert Workshop – Harnessing Emerging Technologies, AMA Summer Conference, Chicago, IL, 2025.
Panelist, Ohio Chamber of Commerce, Women in Business Summit, How to Use AI in your Business Panel, 2025.
Panelist, The Convergent Innovation Webinar Series, McGill University, virtual, 2024.
Panelist, AP-ACR Conference, Bali, Indonesia, 2024.
Discussant, UTD Bass FORMS Conference, Dallas, TX, 2024.
Discussant, Marketing Dynamics Conference, Atlanta, GA, 2022.

Discussant, doctoral research showcase, DSI Conference, virtual, 2020.
Breakout session, Haring Symposium, Indiana University, virtual, 2020.
Discussant, UTD Bass FORMS Conference, Dallas, TX, 2019.

Honors and Awards

Christine A. Poon and Michael F. Tweedle Faculty Award, Fisher College of Business, The Ohio State University, 2024 – 2026.
MSI Scholar, 2024.
Faculty fellow, AMA Sheth Consortium, 2024, 2025.
Pace Setters Faculty Research Award, Fisher College of Business, The Ohio State University, 2024.
Cohort of the President and Provost's Leadership Institute, The Ohio State University, 2023 – 2024.
Faculty Recognition Award, Fisher College of Business, The Ohio State University, 2023, 2025.
MSI Young Scholar, 2021.
Paul Green Award, Finalist, 2019.
IJRM Best Article Award, 2018.
Fisher College of Business Small Grant, Fisher College of Business, The Ohio State University, 2018, 2019, 2023.
National Center of the Middle Market Research Fellow, 2018-2020.
Adobe Digital Marketing Research Award, 2016.
Mary Kay Dissertation Award, 2015.
University of Maryland Distinguished Dissertation Award, University of Maryland, 2015.
Paul Green Award, Finalist, 2014.
Marketing Science Institute Buzzell Award, Finalist, 2014.
Frank T. Paine Doctoral Award for Academic Achievement, University of Maryland, 2014.
American Academy of Advertising Dissertation Proposal Award, 2014.
Marketing Science Institute Alden G. Clayton Dissertation Proposal Competition Winner, 2014.
Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, 2013.
Best Paper/Presentation at the Haring Symposium, Kelley School of Business, Indiana University, 2013.
Dean's Research Fellowship, University of Maryland, 2010 – 13.
Brockson Fellowship, University of Illinois, 2008 – 09.

Grants

MSI Research Grant for proposal titled “Analyzing User-Ambivalent Consumer Journeys Using Neural Network Models” with Victor Churchill and Dongbin Xiu, 2024, \$5,000.

National Center of the Middle Market Research Grant, 2018, \$8000.

MSI Research Grant Award for proposal titled “Understanding the Path to Conversion in E-Commerce Sites” with P.K. Kannan, December 2010, \$8,000.

Editorial and Reviewing Service

Department Editor:

- Decision Sciences Journal, 2026 – 2030.

Guest Associate/Senior Editor:

- Production and Operations Management, 2024 – present.
- International Journal of Research in Marketing, 2024.

Associate Editor:

- Journal of Interactive Marketing, 2023 – 2025.
- Decision Sciences Journal, 2023 – 2025.

Editorial Review Board:

- Marketing Science, 2024 – present.
- Journal of Marketing Research, 2022 – 2023, 2025 – present.
- Journal of Marketing, 2025 – present.
- International Journal of Research in Marketing, 2019 – present.
- Journal of Interactive Marketing, 2022.

Ad Hoc Reviewer:

- Journal of the Academy of Marketing Science
- Journal of Behavioral Decision Making
- Journal of Retailing
- European Journal of Marketing
- Information Systems Research
- MIS Quarterly
- Journal of Business Logistics
- Service Science

Reviewer for Grant/Proposal/Conference

- Selection Committee, AMA TechSIG Doctoral Student Award, 2024.

- Selection Committee, AP-ACR Conference travel grant, 2024.
- Reviewer, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, 2018, 2022 – 2025.
- Reviewer, Shankar-Spiegel Doctoral Dissertation Proposal Competition, 2023.
- Reviewer, American Statistical Association Section on Marketing Doctoral Dissertation Proposal Competition, 2021 – 2023.
- Reviewer, EMAC Annual Conference, 2016.
- Reviewer, AMA Marketing Educators Conference, 2014 – 2016.

Other Service to the Field

- Track Chair, CRM and Customer Experience, AMA Summer Conference, Denver, 2026 (scheduled).
- Session Chair, Industry Studies and Public Policy, POMS Annual Conference, 2026 (scheduled).
- Co-chairs, the 2025 AMA Sheth Consortium, 2024 – 2025.
- Academic panelist, Marketing mix model initiative, MSI, 2023 – present.
- Special Session Chair at the Marketing Science Conference, 2024, 2025.
- Host, ISMS Women in Marketing Science Lunch, 2024.
- Selection Committee, Journal of Interactive Marketing Best Paper Award, 2024.
- Program Committee, Asia-Pacific ACR, Bali, Indonesia, 2024.
- Secretary/Publications Officer, Section on Statistics in Marketing, American Statistical Association, 2021 – 2024.
- Track chair at the China Marketing International Conference, 2018 – 2020.
- Session chair, AMA Winter Conference, Las Vegas, 2016

Student Advising and Examination

PhD Dissertation Committee:

- Johnny Zhou, The Ohio State University, (in progress)
- Yuan Lu, The Ohio State University, (in progress)
- Max Tu, The Ohio State University, (in progress)
- Judy Zhang, The Ohio State University, (co-advisor, 2024, first position: Santa Clara University)
- Taegyu Hur, The Ohio State University, (dissertation committee, 2022, first position: Iowa State University).
- Hyowon Kim, The Ohio State University, (dissertation committee, 2020, first position: Case Western Reserve University).

PhD Dissertation External Examiner:

- Annie Ding, Ivey Business School, Western University, Canada, 2024.
- Jianyu Xu, Economics, The Ohio State University, 2021.

University Service

At The Ohio State University:

Department Service

- Co-Chair, Marketing PhD & Research Committee, 2024 – present.
- Chair, Department Faculty Recruiting (software innovation track), 2023.
- Marketing PhD Committee, 2019 – present.
- Department Faculty Recruiting Committee, 2017 – 2018, 2020 – present.
- Doctoral Students Recruiting Committee, 2018 – present.
- Clinical-track/Senior Lecturer Faculty Recruiting Committee, 2020.
- Haring Symposium Faculty Representative, 2020, 2022.
- Organizer of Marketing Research Brownbag Series, 2019 – 2021.
- Mentor of new faculty members, 2019 – 2020.
- Department Self-review Outreach & Engagement committee, 2017 – 2018.

College Service

- Co-chair, inaugural Fisher AI Research Retreat, 2025 – 2026.
- PhD in Business Administration Committee, 2025 – present.
- Search Advisory Committee for the Dean of the Fisher College of Business, 2024 – 2025.
- College MBA committee, 2024 – 2025.

University Service

- Advisor, the Undergraduate Chinese Student Organization, 2020 – 2025.
- Graduate Faculty Representatives 2021.

At Indiana University:

- Department Doctoral Policy Committee, June 2014 – May 2017
- Department Recruiting Committee, June 2014 – May 2017
- Mittelstaedt Doctoral Symposium Faculty Representative, 2016.

At University of Maryland:

- President, Association of Doctoral Students at R.H. Smith School of Business, 2012 – 2013
- Social Chair, Association of Doctoral Students at R.H. Smith School of Business, 2011 – 2012
- Event Committee, Chinese Student and Scholar Association at University of Maryland, College Park, 2007 – 2008

Teaching

Fisher College of Business, The Ohio State University:

BUSML8254, Selective topics in Quantitative Marketing (PhD), Spring 2024 – present.

BUSML8253, Recent Advances in Marketing (PhD), Fall 2020, Spring 2021, Fall 2025, Spring 2026.

BUSML8252, Marketing Models (PhD), Spring 2020, Spring 2022.

BUSOBA 7257, Data Analysis and Visualization (Executive), Spring 2022, Spring 2023.

SMB-A7247, Analytics of Macro Marketing Data (Master), Summer 2025 – present.

SMB-A7245, Analytics of Micro Marketing Data (Master), Spring 2019 – present.

BUSML4202, Marketing Research (undergraduate), Spring 2018 – 2024.

Teaching evaluations (simple avg, 5-point scale): undergrad 4.43, master 4.49, PhD 5.

RateMyProfessor: 4.8 out of 5.

Kelley School of Business, Indiana University

M346, Analysis of Marketing Data (undergraduate), Fall 2014 – Spring 2017.

Teaching evaluations (simple avg, 7-point scale): undergrad 6.12.

Robert H. Smith School of Business, University of Maryland

BMGT452, Marketing Research Methods (undergraduate), Fall 2011.

Teaching evaluations (4-point scale): undergrad 3.14.

Industry Experience

<i>CJ Insights</i>	<i>January 2025 – present</i>
Founder and owner	
<i>A Midwest-based regional bank</i>	<i>2024 – present</i>
Consultant	
<i>The Shipyard, Columbus, OH</i>	<i>July – September 2023</i>
Consultant	
<i>Adobe Inc., San Jose, CA</i>	<i>2012, 2017, 2019 – 2022</i>
Data analyst, consultant	
<i>Efficient Frontier, Mountain View, CA</i>	<i>June 2012</i>
Data analyst	
<i>Marriott International, Bethesda, MD</i>	<i>June 2010 - May 2012</i>
Data analyst, consultant	

Selective Media Coverage

- From Traditional Marketing to the Digital World: 5 questions you should ask!
<https://medium.com/nova-marketing-insights/from-traditional-marketing-to-the-digital-world-5-questions-you-should-ask-65b0af38941e>
- Adobe Doubles Down on Academia To Get Smart About AI And Algos
<https://www.adexchanger.com/online-advertising/adobe-doubles-academia-get-smart-ai-algos/>
- Do free trials convert software shoppers into subscribers?
<https://fisher.osu.edu/news/research-do-free-trials-convert-software-shoppers-subscribers>

Current Memberships

INFORMS – Society for Marketing Science

American Marketing Association

Production and Operations Management Society