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Employment

Assistant Professor of Marketing, Fox School of Business, Temple University, July 2018 - present

Education

Ph.D. in Marketing, University of Minnesota, Carlson School of Management, 2018
Ph.D. in Industrial Economics, Shanghai Jiao Tong University, 2012 (coursework completed)
B.A. in International Economics and Trade, Shanghai Jiao Tong University, 2009

Honors, Awards and Scholarships

Fox School of Business Dean's Research Honor Roll, Temple University, 2023
MSCM Rising Star Award, Temple University, 2021
Graduate School Fellowship, University of Minnesota, 2012-2017
Haring Symposium Fellow, 2016

Research Interests

Empirical Industrial Organization, New Technology, Pricing, Market Structure, Competition, Dynamic Structural Modeling, Two-Sided Matching, B2B Marketing

Publications

Chintagunta, Pradeep K., Marco Shaojun Qin, and Maria Ana Vitorino. "Licensing and price competition in tied-goods markets: An application to the single-serve coffee system industry." *Marketing Science* 37, no. 6 (2018): 883-911.

Luo, Xueming, Marco Shaojun Qin, Zheng Fang, and Zhe Qu. "Artificial Intelligence Coaches for Sales Agents: Caveats and Solutions." *Journal of Marketing* 85, no. 2 (March 2021): 14-32.

"Frontiers: How Support for Black Lives Matter Impacts Consumer Responses on Social Media" Xueming Luo, Marco Shaojun Qin, Yang Wang and Eric Yu Kou (*Marketing Science* (2022))

"Rejoinder: Heterogeneous Impact of Brands' Support for Black Lives Matter on Consumer Responses" Xueming Luo, Marco Shaojun Qin, Yang Wang and Eric Yu Kou (*Marketing Science* (2022))

"Perceived Fairness of Human Managers Compared with Artificial Intelligence in Employee Performance Evaluation" Marco Shaojun Qin, Nan Jia, Xueming Luo, Chengcheng Liao, Ziyao Huang (*Journal of Management Information System* (2023))

"When Corporate Silence Is Costly: Negative Consumer Responses to Corporate Silence on Social Issues" Marco Shaojun Qin, Xueming Luo, Todd Schifeling, Yang Wang (*Strategic Management Journal* (2024))

Working Papers Under Review

“The More the Better? Operations and Incentives of an On-demand Medical Crowdsourcing Platform” Guangwen Kong, Jingxuan Geng and Marco Shaojun Qin (Reject and resubmit at Management Science)

“Strategic Eschewal in the LGBTQ Activism of Brands on Social Media: A Quasi-Natural Experiment ” Marco Shaojun Qin, Nan Jia, Xueming Luo, and Zheng Fang (Rejected at Marketing Science)

“Planes, Trains and Coopetition: Evidence from China ” Marco Shaojun Qin, Maria Ana Vitorino and George John (Under Review)

“Network Effects on Value Creation in Key Accounts-A Matching Approach” Marco Shaojun Qin and George John (Targeting Journal of Marketing Research)

Work in Progress

“Customer Cultivation and Promotion Effectiveness: A Multi-stage Field Experiment and Reinforcement Learning Optimization” Marco Shaojun Qin, Xueming Luo and Xiaoyi Wang

“Network Effects and the Welfare Implications for the ‘Last Mile’: Evidence from the Bike-sharing Industry” Marco Shaojun Qin, Song Yao and Wenbo Wang

“Brand Architecture and Value of Acquisition: A Revealed Preference Approach” Marco Shaojun Qin, George John and Raghunath Rao

“Risk-taking CEOs and International Investment: Evidence from China” Marco Shaojun Qin, Yi Zhu and Liangyan Wang

“Artificial Intelligence (AI) Coach, Labor Supply, and Optimal Compensation Design: Evidence from a Field Experiment” Marco Shaojun Qin, Xueming Luo and Zheng Fang

“Competitive Responses to Brand Activism on Social Media: A Natural Experiment and Machine Learning Approach” Marco Shaojun Qin, Xueming Luo, Yang Wang and Eric Yu Kou

“Quantifying the Competitive Impact of Sharing Economy Platform’s O2O Strategy: Evidence from a Natural Experiment” Marco Shaojun Qin, Xueming Luo Bo Xu and Haichao Zheng

Presentations and Invited Talks

“Planes, Trains and Coopetition: Evidence from China”

Marketing Science Conference, University of South Wales, Sydney, June 2024

Drexel University, February 2024

Marketing Dynamics Conference, University of Maryland, Maryland, June 2019

“When Corporate Silence Is Costly: Negative Consumer Responses to Corporate Silence on Social Issues”

Peking University Shenzhen Business School, June 2024

“Structural Econometric Models with Applications”

Invited Talk, INSEAD, June 2023

“Brands’ LGBTQ Activism and the Impact of Politician Endorsement on Social Media: A Quasi-Natural Experiment”

Marketing Science Conference, Miami, June 2023

Marketing Science DEI Conference, Southern Methodist University, March 2023

“How to Mitigate the Negative Effects of Competitors’ Black Lives Matter Activism on Social Media: Coupling Natural Experiments and Machine Learning”
Marketing Science Conference, Virtual, June 2022

“The Detrimental Effects of Brand Activism (Black Lives Matter) and Boundary Conditions of Activism Authenticity and Political Affiliation: A Natural Experiment on Social Media”
Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, December 2021

“The Impact of Brand Activism (Black Lives Matter) on Social Media: A Natural Experiment and Machine Learning Approach”
Service in the World of Artificial Intelligence and Digital Technologies, Virtual, July 2021

“Dynamic Structural Models: Theory, Estimation Methods, and Computational Resources”
Invited Talk, INSEAD, July 2021

“Introduction to Web Scraping”
Invited Talk, INSEAD, July 2021

“High Competence and Low Bias? Effects of Artificial Intelligence Coaches on Employee Performance”
Marketing Science Conference, Virtual, June 2021

AIM (Artificial Intelligence in Management) Workshop and Conference, University of Southern California, Virtual, May 2021

NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, December 2020

“AI-Bot versus Human Managers: Field Experiment Evidence for the Effect of Job Training by an AI-Bot on Employee Productivity”
Summer AMA Conference, Virtual, August 2020

“Artificial Intelligence (AI) Coaches for Sales Agents: Caveats and Solutions”
Marketing Science Conference, Virtual Conference, June 2020

“Customer Cultivation and Promotion Effectiveness: A Multi-stage Field Experiment and Reinforcement Learning Optimization”
Winter AMA Conference, San Diego, Feb 2020

“Non-linear Effects of Artificial Intelligence Coach on Sales Agent Performance: A Field Experiment”
Artificial Intelligence and Machine Learning Conference, Philadelphia, December 2019

“Quantifying the Effects of Platform Coupons in Sharing Economy”
Summer AMA Conference, Chicago, August 2019

“Quantifying the Effects of Platform Coupons in Sharing Economy”
Production and Operations Management Society (POMS) 2019 International Conference, Washington D.C., May 2019

Digital Marketing and Machine Learning Conference, Carnegie Mellon University, Pittsburgh, December 2018

“The Determinants of Licensing in Tied-goods Markets: An Application to the Single-serve Coffee System Industry”
Marketing Science Conference, Temple University, Philadelphia, July 2018

“Licensing and Price Competition in Tied-Goods Markets: An Application to the Single-Serve Coffee System Industry”

Marketing Dynamics Conference, University of Hamburg, Hamburg, Germany, July 2016

Haring Symposium, Indiana University Bloomington, Indiana, April 2016

Marketing Science Conference, Emory University, Atlanta, July 2014

“Value Creation in Business with Key Account Customers: A Matching Approach”

Marketing Science Conference, Fudan University, Shanghai, China, June 2016

Teaching Experience

Temple University

Instructor, Marketing Research (Undergraduate), Fall/Spring 2018/2019/2020

University of Minnesota

Instructor, Principles of Marketing (Undergraduate), Spring 2016

Instructor, Principles of Marketing (Undergraduate), Spring 2015

Teaching Assistant, Marketing Research (MBA), Professor Xiaolin Li, Fall 2014

Teaching Assistant, Marketing Research (MBA), Professor Maria Ana Vitorino, Spring 2014

Teaching Assistant, Marketing Management (MBA), Professor Tony Haitao Cui, Fall 2013

Service

Reviewer for journals

Management Science

Journal of Marketing Research

Information Systems Research

Production and Operations Management