

Marco Shaojun Qin

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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

Graduate School Fellowship, University of Minnesota, 2012-2017
Haring Symposium Fellow, 2016

Research Interests

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

Publications

“Licensing and Price Competition in Tied-Goods Markets: An Application to the Single-Serve Coffee System Industry” with Pradeep Chintagunta and Maria Ana Vitorino (Marketing Science, 2018)

Working Papers

“Planes, Trains and Coopetition: Evidence from China ” with George John and Maria Ana Vitorino (Targeting Marketing Science)

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

“Quantifying the Effects of Platform Coupons in Sharing Economy” with Xueming Luo and Zhijie Lin (Targeting Journal of Marketing Research)

Work in Progress

“Brand Architecture and Value of Acquisition: A Revealed Preference Approach” with George John and Raghunath Rao

“Risk-taking CEOs and International Investment: Evidence from China” with Yi Zhu and Liangyan Wang

Presentations

“Quantifying the Effects of Platform Coupons in Sharing Economy”
CMU 2018 Conference on Digital Marketing and Machine Learning, December 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 2018/Spring 2019

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