

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)

“Artificial Intelligence (AI) Coaches for Sales Agents: Caveats and Solutions” with Xueming Luo, Zheng Fang and Zhe Qu (Journal of Marketing, 2020)

Working Papers

“AI-Bot versus Human Managers: Field Experiment Evidence for the Effect of Job Training by an AI-Bot on Employee Productivity ” with Xueming Luo, Nan Jia and Zheng Fang (Under Review at Management Science)

“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)

“The More the Better? Operations and Incentives of an On-demand Medical Crowdsourcing Platform” with Guangwen Kong and Jingxuan Geng (Targeting Management Science)

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

“High Competence and Low Bias? Effects of Artificial Intelligence Coaches on Employee Performance”

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

“Planes, Trains and Coopetition: Evidence from China ”

Marketing Dynamics Conference, University of Maryland, Maryland, June 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