

**Ling-Jing Kao**  
**CURRICULUM VITAE**

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**EDUCATION**

Ph.D., 2006, Marketing, Fisher College of Business, The Ohio State University. Minor: Microeconomics.

M.S., 2001, Department of Statistics, Texas A&M University, College Station, TX.

B.A, 1997, Department of Business Administration, Fu-Jen Catholic University, Taipei, Taiwan.

**ACADEMIC EXPERIENCE**

Autumn 2006- presnet	Assistant Professor in Marketing, Department of Marketing, Santa Clara University
Spring 2005- Summer 2006	Research Assistant for Professor Greg M. Allenby, Helen C. Kurtz Chair in Marketing, Department of Marketing and Logistics, The Ohio State University
Autumn 2003- Autumn 2004	Research Assistant for Professor Greg M. Allenby, Helen C. Kurtz Chair in Marketing, Department of Marketing and Logistics, The Ohio State University
Autumn 2002- Spring 2003	Research Assistant for Professor Greg M. Allenby, Helen C. Kurtz Chair in Marketing, Department of Marketing and Logistics, The Ohio State University
Spring 2002	Research Assistant for Professor Greg M. Allenby, Helen C. Kurtz Chair in Marketing, Department of Marketing and Logistics, The Ohio State University

## **TEACHING EXPERIENCE**

Winter 2007	Instructor for MKTG 551 Marketing Analysis and Decision Making, Department of Marketing, Santa Clara University
Autumn 2006	Instructor for MKTG 551 Marketing Analysis and Decision Making, Department of Marketing, Santa Clara University
Winter 2005	Instructor for BUS-MKTG 758 Marketing Research, Department of Marketing and Logistics, The Ohio State University
Summer 2003	Instructor for BUS-MKTG 758 Marketing Research, Department of Marketing and Logistics, The Ohio State University
Summer 2002	Instructor for BUS-MKTG 758 Marketing Research, Department of Marketing and Logistics, The Ohio State University
Autumn 2001 & Winter 2002	Teaching Assistant for Professor D. Terry Paul, BUS-MKTG 650 Department of Marketing and Logistics, The Ohio State University
1997-1998	Teaching Assistant for Professor Tong-You Wu, Statistics, Department of Business Administration, Fu-Jen Catholic University, Taipei, Taiwan

## **RESEARCH INTERESTS**

State-Space Model	Direct Marketing
Choice Model	Retailing
Bayesian statistics in Marketing application	

## **WORKING PAPERS**

- Estimating state-space model of economic behavior, with Greg Allenby
- A state-space model of purchase timing for direct marketing, with Greg Allenby and Lichung Jen
- A direct approach to evaluating technical and allocative efficiency in marketing, with Greg Allenby, Chih-Chou Chiu, Thomas Otter, and Tim Gilbride

## **PUBLICATIONS**

- Longnecker M.T. and **L.J. Kao**, “*Mining the Customer Credit by Using the Neural Network Model with Logistic Regression Approach*”, The 5th World Multi-Conference on Systemics, Cybernetics and Informatics, SCI 2001, Orlando, Florida, July 22-25, 2001.
- Chiu, C. C., **L.J. Kao**, and D.F. Cook (1997), “*Combining a Neural Network with a Rule-Based Expert System Approach for the Short Term Power Load Forecasting in Taiwan*”, *Expert System with Applications*, Vol 13, No.4, pp 299-305.

## **AWARDS AND HONORS**

- 2005
  - Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio.
  - 35th Annual Haring Symposium Presenter, Indiana University, Bloomington, Indiana.
  - INFORMS society for Marketing Science Doctoral Consortium Fellow, Emory University, Atlanta, GA.
- 2004
  - Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio.
  - AMA Sheth Foundation 39<sup>th</sup> Annual Doctoral Consortium Fellow, Texas A&M University, College Station, Texas.
- 2003
  - Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio.
  - 33rd Annual Haring Symposium Discussant, Indiana University, Bloomington, Indiana.
- 2002
  - Robert Bartels Marketing Fellowship, The Ohio State University, Columbus, Ohio.
  - INFORMS society for Marketing Science Doctoral Consortium Fellow, University of Alberta, Edmonton, Canada.
- 2001
  - First Place, Student Research Week Award, Texas A&M University, College Station, Texas.
- 1997
  - Third Place, Academic Paper Scholarship Competition, Sampo Foundation and Chen Moai-Tang memorial Foundation, Taipei, Taiwan.

