

XIAOJING DONG

Assistant Professor of Marketing
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EDUCATIONAL BACKGROUND

Doctor of Philosophy, December 2006, Northwestern University, Evanston, IL
Master of Science in Transportation, 2000, Massachusetts Institute of Technology, Cambridge, MA
Bachelor of Engineering in Transportation, 1998, Tsinghua University, Beijing, China

PROFESSIONAL EXPERIENCE

Santa Clara University, Santa Clara, CA

Assistant Professor of Marketing, September 2006-Now

Caliper Co., Newton, MA

Internship, June-September, 1999, 2000 and 2001

Reviewing

- Reviewer for *Marketing Science* and *Journal of Economic Psychology*.
- Reviewer for *Transportation Research*
- Reviewer for Transportation Research Board annual conference.

PUBLICATIONS

Journal Articles

- “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” Puneet Manchanda, Dick Wittink, Andrew Ching, Paris Cleantous, Min Ding, Xiaojing Dong, Peter Leeftang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap Wieringa, Marta Wosinska and Ying Xie (invited publication), *Marketing Letters*, 2005 Vol 16: ¾, pages 293-308.
- “Moving From Trip-Based to Activity-Based Measure of Accessibility”, Xiaojing Dong, Moshe Ben-Akiva, John Bowman and Joan Walker, *Transportation Research A*, 2006 Vol. 2, pages 163-180.

Book(s) and Book Chapters

- “Hazard/Survival Models in Marketing,” with Pradeep K. Chintagunta, book chapter for *The Handbook of Market Research: Do's and Don'ts*, 2006, Editors: Rajiv Grover and Marco Vriens, Sage Publications.
- “Advanced Statistical Methodologies in Discrete Choice Modeling (Classical and Bayesian),” book chapter for *Advanced Methodologies in Transportation Planning* (in Chinese), 2006, Tsinghua University Press, Beijing, China.

WORK IN PROGRESS

- “Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior” (with Pradeep Chintagunta and Puneet Manchanda, University of Chicago), submitted to *Journal of Marketing Research*.
- “Multi-Category Prescription Behavior: A Brand-Level Analysis” (with Pradeep Chintagunta and Puneet Manchanda, University of Chicago)
- “The Role of Attractiveness and Impedance in Store Choice Decisions”, with Dilip Soman (University of Toronto)

- “Applications of Hierarchical Bayesian Analysis in Transportation Research”, with Frank S. Koppelman (Northwestern University)
- “Comparison of Continuous and Discrete Representations of Unobserved Heterogeneity in Logit Models”, Xiaojing Dong and Frank Koppelman (Northwestern University), working paper

TEACHING EXPERIENCE

- September 2006 – December 2006, “Principles of Marketing”, undergraduate core course at Santa Clara University.
- September 2003 – June 2004, Fellow, Preparing Future Faculty program (sponsored by Northwestern University along with four regional institutions). This involved teaching Marketing classes at the Business School of Northeastern Illinois University. (Teaching Evaluation 4.3/5.0)
- September 2002 – June 2003, Northwestern University School of Engineering, Undergraduate Tutor.
- January 2000 - June 2000, teaching assistant for Prof. Moshe Ben-Akiva at MIT (responsibilities included teaching recitation classes, giving and grading homework, case studies and exams).
- September 1999 - December 1999, teaching assistant, Civil Engineering Department, MIT.

SEMINARS AND CONFERENCE PRESENTATIONS

- June 2006, “Understanding the Role of Sampling in Physician Prescription Behavior”, presentation at INFORMS Marketing Science Conference, University of Pittsburgh, PA.
- April 2006, “Quantifying the Benefits of Targeting in the Presence of Firm Strategic Behavior”, presentation at Conference on Enhancing Sales Force Productivity, University of Missouri, Columbia.
- June 2005, “A Model of Physician Level Prescription and Detailing Behavior,” presentation at INFORMS Marketing Science Conference, Emory University, Atlanta, GA.
- June 2004, “A Structural Model of Detailing,” presentation at the 6th Triennial Invitational Choice Symposium, Estes Park, Colorado.
- January, 2004, “Heterogeneity in Logit Models,” presentation at the 83rd Transportation Research Board Annual Conference, Washington, DC.
- August, 2003, “Comparison of Methods Representing Heterogeneity in Logit Models,” presentation at the 10th International Conference on Travel Behavior Research, Lucerne, Switzerland
- June, 2003, “Mass-Point Mixed Logit Models,” presentation at 2003 IGERT Student Research Conference on Advanced Transportation Technologies, Davis, CA
- June, 2003, “Multi-Category Prescription Behavior: An Empirical Analysis,” presentation at the INFORMS Marketing Science Conference, College Park, MD
- September, 2002, “Discrete Choice Analysis and Activity-Based Demand Modeling,” invited seminar series at Jilin University, Jilin, China.
- January, 2002, “Analysis of Activity-Based Accessibility,” presentation at the Transportation Research Board 81st Annual Conference, Washington, DC
- August, 2001, “Discrete Choice Analysis,” invited seminar at Tsinghua University, Beijing, China
- September, 2001, “Introduction to Discrete Choice Analysis and Activity-Based Modeling,” invited presentation at Wuhan University of Technology, Wuhan, China

AWARDS/HONORS

Northwestern University, Evanston, IL

- November 2005, Winner of Alden G. Clayton Doctoral Dissertation Proposal Award at the Marketing Science Institute (MSI).

- June 2003, PhD consortium fellow at the Marketing Science conference, University of Maryland, College Park, MD
- March, 2002, ASCE-IL Transportation sector Outstanding Student award
- April, 2001 – April 2002, president of the Chinese Students and Scholars Association (CSSA) at Northwestern University, and was named the Outstanding Student Group at Northwestern University.
- September, 2000, Walter Murphy Fellowship from Northwestern University

Massachusetts Institute of Technology, Cambridge, MA

- May, 1999 – May, 2000, Public Relations Co-Chair of CSSA at MIT
- September, 1999 – May, 2000, manager of the badminton club of CSSA at MIT

Tsinghua University, Beijing, China

- Sep, 1996 – July, 1997, Tsinghua Outstanding Student award, first prize
- Sep, 1995 – July, 1996, Tsinghua Outstanding Student award, second prize
- August, 1996 – August, 1997, President of a class, which was honored as one of the “National Top Ten” classes by the Chinese government.

PROFESSIONAL MEMBERSHIP

- Member, Institute of Operations Research and the Management Sciences (INFORMS), since 2005
- Member, American Marketing Associations (AMA), since 2006
- Academic Member, Marketing Science Institute (MSI), since 2006