

# XIAOJING DONG

Associate Professor of Marketing  
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## EDUCATION

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PhD (2006), Northwestern University, Evanston, IL  
MS (2000), Massachusetts Institute of Technology, Cambridge, MA  
BS (1998), Tsinghua University, Beijing, China

## PROFESSIONAL EXPERIENCE

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### Santa Clara University, Santa Clara, CA

Associate Professor of Marketing and Business Analytics  
Director of Master of Science in Marketing, September 2023 – present  
Director of International Partnerships, September 2016 – 2020  
Founding Director of Master of Science in Business Analytics, September 2015 – 2020  
Founding Co-Director of the MBA Data Science concentration, September 2014 – 2022  
Assistant Professor of Marketing, September 2006 – August 2014

### Northwestern University, Evanston, IL

Research Assistant to professors Pradeep K. Chintagunta and Puneet Manchanda in Marketing at University of Chicago, Sept. 2004 – June 2006  
Research Assistant to Professor Frank Koppelman, at Northwestern University, Sept. 2000 – Sept. 2004

### MIT, Cambridge, MA

Research Assistant and Teaching Assistant to Professor Moshe Ben-Akiva, July 1998 – June 2000

## PUBLICATIONS

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### Peer-Reviewed Journal Articles

1. Zhang, Lulu, Yan Xiao, Zichun Xiang, Lan Chen, Ying Wang, Xinming Wang, Xiaojing Dong, Lili Ren and Jianwei Wang (2023), “Statistical Analysis of Common Respiratory Viruses Reveals the Binary of Virus-Virus Interaction,” *Microbiology Spectrum* 11 (4).
2. Curiskis, Stephan, Xiaojing Dong, Fan Jiang and Mark Scarr (2023), “A Novel Approach to Predicting customer Lifetime value in B2B SaaS Companies,” *Journal of Marketing Analytics*.
3. Morozov, Ilya, Stephan Seiler, Xiaojing Dong and Liwen Hou (2021), “Estimation of Preference heterogeneity in markets with Costly Search,” *Marketing Science*, 40 (5), pages 813-1007.
4. Yacheng Sun, Xiaojing Dong and Shelby McIntyre (2017), “Motivation of User-Generated Content: Social Connectedness Moderates the Effects of Monetary Rewards,” *Marketing Science*, 36(3), pages 329-337.

**Press Release:** Paying Online Community Members to Write Product Reviews Backfires Badly Among the Socially Influential

**Media:** Paying for Online Reviews Can Backfire (*Harvard Business Review* 2017, Vol. 95(5), page 22)

**Media:** Why Paying Users to Write Reviews of Products Is Probably a Bad Idea (*Consumer Affairs*)

**Media:** Study Finds Paying For Online Reviews Leads To Fewer Reviews (*Consumerist*)

**Media:** What Motivates User-Generated Content? Small Monetary Rewards Backfire Again (*Analysis Group*)

5. Xiaojing Dong and John Heineke (2016), “Correlation or Causation: The Sorry State of Inference in Empirical Modeling,” *Journal of Investment Management*, 14 (3), pages 62-73.
6. Xiaojing Dong and Pradeep Chintagunta (2016), “Satisfaction Spillovers across Categories,” *Marketing Science*, 35 (2), 275-283.
7. Savannah Wei Shi and Xiaojing Dong (2015), “The Effects of Bid-Pulsing on Keyword Performance in Search Engines,” *International Journal of Electronic Commerce*, 19 (2), 3-38.
8. Xiaojing Dong and Ying Xie (2014), “The Role of Experimentation vs. Subsidy in Physician's Dispensing of Free Drug Samples,” *Journal of Marketing Analytics*, 2(3), pages 135-161.
9. Xiaojing Dong and Shelby McIntyre (2014), A Book Review on “The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies,” *Quantitative Finance*, 14 (11), pages 1895-1896.
10. Xiaojing Dong and Frank S. Koppelman (2014), “Comparisons of Discrete vs. Continuous Representations of Unobserved Heterogeneity,” *Journal of Marketing Analytics*, 2 (1), 43-58.
11. Xiaojing Dong, Ramkumar Janakiraman and Ying Xie (2014), “The Effects of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication,” *Marketing Science*, 33(4), pages 567-585.
12. Xiaojing Dong and Carrie H. Pan (2013), “Bayesian Modeling in Finance,” *Journal of Investment Management*, Vol. 11 (1), pages 82-97.
13. Xiaojing Dong, Pradeep K. Chintagunta and Puneet Manchanda (2011), “A New Multivariate Count Data Model to Study Multi-Category Physician Prescription Behavior,” *Quantitative Marketing and Economics*, Vol. 9 (3), pages 301-337.
14. Xiaojing Dong, Puneet Manchanda and Pradeep Chintagunta (2009), “Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior,” *Journal of Marketing Research*, Vol. 46 (2), pages 207-221.
15. Xiaojing Dong, Moshe Ben-Akiva, John Bowman and Joan Walker (2006), “Moving from Trip-Based to Activity-Based Measure of Accessibility,” *Transportation Research A*, Vol. 2, 163-180.
16. Puneet Manchanda, Dick Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing Dong, Peter Leeftang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap Wieringa, Marta Wosinska and Ying Xie (2005), “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” *Marketing Letters*, Vol. 16 (3-4), pages 293-308.

#### Peer-Reviewed Conference

17. Yifei Pang, S. Ganachari, Y. Yuan, S. Wu, Xiaojing Dong, J. Xu and Z. Yan (2024) “A New Approach to Generate Individual Level Data of Walled Garden Platforms: Linear Programming Reconstruction,” Nural Information Processing Systems (NeurIPS) conference, Behavioral Machine Learning workshop, Vancouver, Canada.
18. Eugene Y. Chen, Xiaojing Dong, Z. Wang and Z. Yan (2018), “A Nonparametric Approach to Ensemble Forecasting,” Knowledge Discovery and Data Mining (KDD) workshop on Mining and Learning from Time Series, London, UK.
19. Y. Yuan, Xiaojing Dong, C. Dong, Y. Sun, Z. Yan and A. Pani (2018), “Dynamic Hierarchical Empirical Bayes: A Predictive Model Applied to Online Advertising,” KDD conference, London.

#### Book and Book Chapters

1. Xiaojing Dong (2026), “Marketing Analytics and Data Science,” textbook under contract with Palgrave Macmillan, to be published.

2. Philip Yelland and Xiaojing Dong (2013), “Forecasting Demand for Fashion Goods: A Hierarchical Bayesian Approach,” book chapter for Intelligent Fashion Forecasting Systems: Models and Applications, Editors: Tsan-Ming Choi, Chi-Leung Hui and Yong Yu, Springer.
3. Xiaojing Dong, Ying Xie and Michael Li (2013), “Understanding Sample Usage and Sampling as a Promotion Tool – State of Industry Practice and Current Research,” book chapter for Innovation and Marketing in Pharmaceutical Industry: Achieving Sustainable Success, Editors: Min Ding, Jehoshua Eliashberg and Stefan Stremersch, Springer.
4. Xiaojing Dong (2007), Hierarchical Bayesian Method in the Study of Individual Level Behavior, publisher: VDM Verlag Dr. Muller, ISBN 978-3836423533 (paper cover).
5. Pradeep K. Chintagunta and Xiaojing Dong (2006), “Hazard/Survival Models in Marketing,” book chapter for The Handbook of Market Research: Do’s and Don’ts, Editors: Rajiv Grover and Marco Vriens, Sage Publications.
  - CHOICE Magazine Outstanding Academic Title for 2007.

## Patent

1. US20240386243A1 (2024) Generating predicted account interactions with computing applications utilizing customized Hidden Markov models, Hsin-ya Lou, Xiaojing Dong and Yuting Chen (Assigned to Adobe Inc.)
2. US11227226B2 (2022), Utilizing joint-probabilistic ensemble forecasting to generate improved digital predictions, Eugene Chen, Zhenyu Yan and Xiaojing Dong (Assigned to Adobe Inc.)
3. US10956930B2 (2021), Dynamic Hierarchical Empirical Bayes and digital content control, Yuan Yuan, Zhenyu Yan, Yiwen Sun, Xiaojing Dong, Chen Dong, Abhishek Pani (Assigned to Adobe)
4. US20200089786A1 (2020), Clustering techniques to automatically create groups of geographic regions, Xiang Cheng, Chen Wang, Michael J. Tambe, Megh Mehta, Xiaojing Dong, Chi-Yi Kuan (Assigned to Microsoft Inc.)

## OTHER WORKING PAPERS

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1. “Comparative Messaging and Learning Deterrence: Evidence from Pharmaceutical Drug Detailing,” with Hong Ho (U. of Chicago), Pradeep K. Chintagunta (U. of Chicago) and Ying Xie (U. of Texas, Dallas).
2. “The BART Approach for Controlling Complex Network Structure,” with Wayne Taylor (Southern Methodist U.).
3. “Recommendation Effects in the Presence of Customer Learning and Privacy Concerns,” with Xiang Wan (SCU), Yuchi Zhang (SCU) and Xiaosong Dong (Shanghai U. of Science and Technology).
4. “Why High-Quality Restaurants Deploy More Fake Reviews: Quality Alignment and Manipulation Persistence,” with Zhiyao Zhang (Shanghai Jiaotong U.), Peng Liu (SCU) and Suguo Du (Shanghai Jiaotong U.).
5. “The Dynamic and Spillover Effects of Social Comparison on Online Learning,” with Rebecca Chae (SCU), Banggang Wu (Xi’nan Finance & Economics U.) and Xuebin Cui (Nanjing U.).
6. “Unveiling Consumer Preference from Realtime Micro-Decisions in the Era of Digital Privacy,” with Zoey Hu (Georgia Institute of Technology).
7. “A New Framework to Ensure Intention Alignment in LLM,” with Wenxing Ma (Tsinghua University).

8. “Attention Waveform: Unveiling Consumer Social Media Consumption Patterns Across Platforms,” with Wenxing Ma (Tsinghua U.), Chunhua Wu (U. of British Columbia) and Yacheng Sun (Tsinghua University).

## **AWARDS/HONORS**

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1. August 2023, Adobe Data Science Research Award, Adobe Inc.
2. 2020, Second award, for the Best Research Outcomes from Social Science Fields, issued by the City of Beijing, China.
3. 2018, Best Paper Award in Big Data Marketing, for CMIC Conference 2018.
4. 2015 – 2017 “Outstanding Performance in Research” awards each year, Leavey School of Business, Santa Clara University.
5. 2014, ACE Outstanding Teaching Award, Leavey School of Business, Santa Clara University.
6. 2014, Winner of MSI Research proposal competition on “Social Interactions and Social Media Marketing,” Marketing Science Institute (MSI).
7. 2010, Hackworth Research Grant from Markkula Center for Applied Ethics.
8. 2009, “Outstanding Performance in Research” award, Leavey School of Business, Santa Clara University.
9. 2005, Alden G. Clayton Doctoral Dissertation Proposal Award at the Marketing Science Institute.
10. 2002, President of the Chinese Students and Scholars Association at Northwestern University, awarded as the Best Graduate student group.
11. 2002, ASCE-IL Transportation sector Outstanding Student award.
12. 2000, Walter Murphy Fellowship from Northwestern University.

## **INVITED SEMINARS AND SPEECHES (selected)**

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1. November 2025, invited to faculty seminar at Hong Kong University
2. July 2025, “LLM Human Simulations in Marketing”, invited as a panelist of Bridging Human Study and LLM Agents for Social Simulation, online, at the 63rd Annual Meeting of the Association for Computational Linguistics (ACL 2025 Austria)
3. July 2025, “Large Language Models in Marketing”, invited to speak at The Fifth Forum on Frontiers of Science and Engineering, Stanford University.
4. June 2025, research seminar series at Tsinghua University, Beijing, China.
5. May 2025, invited for keynote speech at the Women in Data Science Silicon Valley.
6. December 2024, “Divergence of Product Recommendations,” research seminar at University of British Columbia, Vancouver, Canada.
7. June 2024, “The Impact of Social Comparison on Online Learning,” INFORMS Marketing Science conference, Sydney, Australia.
8. May 2024, “Bayesian Dynamic Approaches,” keynote speech at The International Academic Conference on Marketing Management Innovation (remote).
9. May 2024, “Unveiling Consumer Preference from Filtering Choices Using Real Time Data,” EMAC conference, Romania.
10. January 2024, “Personalized Recommendations: flourish for novice and falter for experts,” LSB seminar, Santa Clara University.
11. March 2024, “AI: History and Challenges,” keynote speech at WiDS (Women in Data Science) Datathon, Cupertino, CA.
12. March 2023, “Bayesian Statistics and Marketing Modeling,” PhD seminar series at UT Dallas.

13. October 2022, “The Impact of Social Comparisons in Online Learning,” China Indian Insights Conference, University of Southern California, Los Angeles, CA.
14. March 2021, “Customer Analytics and Data Science,” Apple Pay Data Science seminar, Apple Inc., Cupertino, CA.
15. July 2020, “Comparative Advertising and Pharmaceutical Detailing,” research seminar at Indian School of Management Ahmedabad (remote).
16. July 2020, “Impact of Car Quota on Consumer Purchase and Firm Strategies – a Synthetic Control method,” research presentation at CMIC conference (remote).
17. June 2019, “Price Sensitivity Analysis for Multi-Products in a B2B context,” Machine Learning, AI and Data Science conference, Seattle, WA.
18. November 2018, “Introduction and Applications of Data Analytics in Marketing,” invited seminar to the Schwartzman Scholars program at Tsinghua University, Beijing, China.
19. April 2017, “Learning and Comparative Advertising,” University of Arizona, Tucson, AZ.
20. March 2017, “Learning and Comparative Advertising,” Purdue University, IN.
21. February 2017, “Bayesian Learning Models,” invited seminar at Adobe Systems, San Jose, CA.
22. June 2016, “The Impact of Online Lottery Promotion on User Acquisition and Engagement,” Greater-China Conference on Mobile Big Data Marketing, Hong Kong, China.
23. June 2016, “Motivation of User-Generated Content: Social Connectedness Moderates the Effects of Monetary Rewards,” research seminar at University of California, Riverside.
24. November 2015, chair of the session on *Social Media Analytics* for the INFORMS Annual meeting, Philadelphia, PA.
25. July 2016, key note speaker on two topics, including “Big Data and its Business Applications”, and on “Talent Management in Big Data Analytics,” at the Chinese National Big Data Conference, Chengdu, China.
26. September-October 2014, “Marketing Analytics,” seminar series at LinkedIn, Mountain View, CA.
27. August 2014, “Heterogeneity and Endogeneity,” seminar series at Adobe Inc., San Jose, CA.
28. July 2014, “Non-Monetary and Monetary Rewards for Product Review Contribution in a Connected Community,” Yale China Indian Insights Conference, Lijiang, China.
29. May 2014, “The Effect of Survey Participation on Consumer Behavior: The Moderating Role of Marketing Communication,” Conference on Theory and Practice in Marketing, Kellogg at Northwestern University, Chicago, IL.
30. August 2013, organized a special session on “Teaching Marketing Analytics,” at the JSM conference, Montréal, Canada.
31. August 2013, invited to a special session on “Endogeneity, Systems, and Markets,” at the JSM conference, Montréal, Canada.
32. June 2013, “Introduction to Marketing Analytics,” invited workshop by the Dean of Research at Kühne Logistics University, Hamburg, Germany.
33. June 2013, “Intrinsic and Monetary Incentives for Product Review Contribution in a Connected Community: Evidence from a Field Experiment,” 11<sup>th</sup> ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany.
34. February 2013, “Quantifying Satisfaction Spillover across Categories,” UT Dallas Frontiers of Research in Marketing Conference, Dallas, TX.
35. August 2012, “The Impact of Sales Visits on Mere-Measurement Effects: Evidence from a Business-to-Business Setting,” ISBM Academic Conference, Booth School of Business, University of Chicago.
36. April 2011, “Quantifying the Benefits of Individual Level Targeting in the Presence of Firm Strategic Behavior,” research seminar at Genentech Corp.

37. October 2009, “Can Ignoring Cross-Category Prescription Behavior Lead to Incorrect Inferences Regarding Physician Segmentation?” INFORMS annual meeting, San Diego, CA.
38. September 2007, “Hierarchical Bayesian Methods in Marketing,” invited talk at the Business Intelligent Summit at Sun Microsystems, Inc., Menlo Park, CA.

## **SERVICES (selected)**

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### **Service to the department, school and university**

1. 2023-2025, elected member for the Rank and Tenure committee at the Leavey School of Business, elected chair in the academic year of 2023-2024
2. 2019-2025, Recruiting Committee Chair for Marketing faculty
3. 2021-2024, Organizer and host for Annual Conference of Women in Data Science Santa Clara
4. 2015-2023, Organize summer courses and company visits for International MBA students from Beijing University, working closely with faculty at LSB and colleagues at the Executive Center
5. 2017-2020, Chair for the Big Data Session in Chinese Marketing International Conference
6. 2017-2020, elected member on the Business School Rank and Tenure committee
7. 2017-2018, supervised honor thesis by Taylor Tagawa, a Finance major
8. 2016-2017, 2021-2023, 2025-now, elected member on the grievance committee for the business school
9. 2015-2018, Recruiting committee for Business Analytics professor
10. 2016-2017, Recruiting committee for Marketing professor
11. 2013-2016, elected member of the University Research Committee, as a representative from the Leavey School of Business

### **Service to the academic community**

1. Editorial Review Board, *Journal of Business Research* (Impact Factor 10.5, CiteScore 20.3)
2. Reviewer for journals: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Operations Research*, *Information System Research*
3. Reviewer for conferences: *Fall and Spring EMAC (European Marketing Academy Conference)*.
4. Reviewer for book publishers: *World Scientific Publishing Co. Inc.*; *John Wiley & Sons, Inc.*; *Palgrave Macmillan Inc.*

### **Service to the general community**

1. 2025-Now, mentor for the GOAL program at Plug-and-Play
2. 2024-Now, elected member of Board of Directors of TAAC
3. 2023-Now, educational counselors for MIT admissions
4. 2018-Now, interview panelist for the Schwarzman Scholars program at Tsinghua University
5. 2017-Now, advisory board member for California Science and Technology University
6. 2020-Now, volunteering as teacher and mentor at CP Mentorship for underprivileged children