

SHIJIE LU

Marshall School of Business
University of Southern California
3660 Trousdale Parkway, ACC 306E
Los Angeles, CA 90089

Email: shijielu@usc.edu
Mobile: +1 (213) 300-5589
Web: <http://sites.google.com/site/shijielu123>

EDUCATION

May, 2015 (expected)	Ph.D. in Business Administration (Marketing), University of Southern California
May, 2010	M.A. in Economics, University of Southern California
June, 2008	B.S. in Mathematics, B.A. in Economics, Peking University

PROFESSIONAL EXPERIENCE

July, 2015 (expected)	Assistant Professor, Kenan-Flagler Business School, University of North Carolina – Chapel Hill
Fall, 2013	Research Intern, Alibaba Group, Hangzhou, China

HONORS AND AWARDS

2014	ISMS Doctoral Dissertation Proposal Award, Winner, \$5,000
2014	MSI Clayton Doctoral Dissertation Proposal Award, Honorable Mention, \$3,000
2014	Chinese Government Award for Outstanding Self-Financed Students Abroad, Chinese Ministry of Education, \$6,000
2014	AMA-Sheth Doctoral Consortium Fellow, Northwestern University
2014	Greif Entrepreneurship Research Award, USC, \$2,500
2013	Quantitative Marketing and Structural Econometrics Workshop Fellow, Duke University
2012	Summer Research Travel Grant, USC, \$700
2012	MSI Research Grant (with Sha Yang and Xianghua Lu), \$15,000
2011	INFORMS Marketing Science Doctoral Consortium Fellow
2008-2010	Graduate Merit Award Fellowship, USC
2005-2008	Fellowship for Promising Students in Economics Research, China Center for Economic Research, Peking University
2004, 2006	Academic Scholarship, School of Mathematics, Peking University

REFERRED JOURNAL PUBLICATIONS

Yang, Sha, **Shijie Lu**, and Xianghua Lu (2014), “Modeling Competition and Its Impact on Paid-Search Advertising,” *Marketing Science*, 33(1), 134-153.

JOURNAL ARTICLES UNDER PEER REVIEW

Lu, Shijie, Yi Zhu, and Anthony Dukes, “Position Auctions with Budget-Constraints: Implications for Advertisers and Publishers,” Conditionally accepted at *Marketing Science*.

Lu, Shijie and Sha Yang, “Assimilation or Differentiation? Investigating the Effect of Competition on Sponsored Search Advertisers’ Keyword Decisions,” Revise and Resubmit at *Marketing Science*.

RESEARCH PROJECTS IN PREPARATION FOR JOURNAL SUBMISSION

Lu, Shijie and Sha Yang, “A Two-Sided Market Analysis of Behaviorally Targeted Display Advertising.”

- *This paper won the INFORMS Society for Marketing Science (ISMS) doctoral dissertation proposal award*
- *This paper received honorable mention in the Marketing Science Institute’s (MSI) Clayton Doctoral Dissertation Proposal Competition*

INVITED TALKS AND CONFERENCE PRESENTATIONS

“A Two-Sided Market Analysis of Behaviorally Targeted Display Advertising”

- INFORMS Marketing Science Conference, Baltimore, June 2015
- Virginia Tech, November, 2014
- University of Maryland, October, 2014
- China Europe International Business School (CEIBS), October, 2014
- University at Buffalo, October, 2014
- Chinese University of Hong Kong, October, 2014
- Erasmus University, October, 2014
- Tulane University, October, 2014
- Syracuse University, September, 2014
- University of Utah, September, 2014
- University of California, Riverside, September, 2014
- University of North Carolina, Chapel Hill, September, 2014
- University of Texas at Dallas, September, 2014

“Bid Jamming”

- INFORMS Annual Meeting, Phoenix, October 2012

“Modeling Competition among Paid-Search Advertisers”

- INFORMS Marketing Science Conference, Boston, June 2012

TEACHING EXPERIENCE

2013	Instructor, Marketing Fundamentals (Undergraduate Marketing Core), USC
2013	Teaching Assistant, Marketing Fundamentals, USC
2013	Grader, Marketing and Consumer Research (MBA), USC
2012	Teaching Assistant, Internet Marketing, USC
2010	Teaching Assistant, Microeconomic Theory II (PhD Economics Core), USC
2009	Teaching Assistant, Microeconomic Theory I (PhD Economics Core), USC

Last updated: April, 2015