

FEIHONG (JERRY) XIA

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Marketing PhD Program Coordinator
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EDUCATION

PhD	May 2016	Marketing Research Methods (Minor)	University of Pittsburgh
MBA	2011	Marketing & Supply Chain Statistics (Minor)	Pennsylvania State University
BA	2005	International Business English & German (Minor)	Shanghai University of International Business and Economics

RESEARCH INTERESTS

Online & Mobile Commerce, Social Influence, Consumer Decision Modeling, Machine Learning, Big Data Analysis, Applied Game Theory

TEACHING INTERESTS

Machine Learning in Marketing, Marketing Analytics, Marketing Engineering, Digital and Social Media Analytics, Pricing, New Product Development

PUBLICATIONS

• **Xia, Feihong**, Rabikar Chatterjee, and Jerrold H. May. “Using Conditional Restricted Boltzmann Machines to Model Complex Consumer Shopping Patterns.” *Marketing Science* 38.4 (2019): 711-727.

Impact Factor	4.039
ABDC Rank	A*
Cite Score	6.0
Cite Score Rank in Marketing	34

• Jagpal, Sharan, and **Feihong Xia**. “Coordinating Marketing and Production with Asymmetric Costs: Theory and Estimation.” *Customer Needs and Solutions* (2019): 1-12.

Impact Factor	NA
ABDC Rank	B
Cite Score	NA
Cite Score Rank in Marketing	NA

• **Xia, Feihong** and Rabikar Chatterjee. “Multicategory Choice Modeling with Sparse and High Dimensional Data: A Bayesian Deep Learning Approach.” *Decision Support Systems* 157 (2022): 113766

Impact Factor	5.795
ABDC Rank	A*
Cite Score	10.5
Cite Score Rank in Marketing	7

• **Xia, Feihong**, Rabikar Chatterjee and R. Venkatesh. “Clinching the Deal: An Empirical Study of the Drivers of Diffusion of Daily Deals.” *Journal of Business Research* 149 (2022): 824 – 832.

Impact Factor	7.55
ABDC Rank	A
Cite Score	9.5
Cite Score Rank in Marketing	14

• **Xia, Feihong**, Rabikar Chatterjee and R. Venkatesh. “Leveraging Social Interaction among Customers: Referral Reward versus Collective Buying.” *Journal of Interactive Marketing* (2022): <https://doi.org/10.1177/10949968221112624>

Impact Factor	11.318
ABDC Rank	A*
Cite Score	7.959
Cite Score Rank in Marketing	12

***Note: although ranked as an A on the ABDC list, SJR ranks *Journal of Interactive Marketing* as #9 in marketing, which is above 5 A* ranked journals [*Journal of Consumer Psychology* (#11 SJR), *International Journal of Research in Marketing* (#16 SJR), *Journal of Retailing* (#17 SJR), *Industrial Marketing Management* (#21 SRJ) *European Journal of Marketing* (#38 SJR)]. Additionally, it is above *Journal of Consumer Psychology* (ranked #10) which is listed on the FT50 list.

• **Xia, Feihong**. “Why to Use Poisson Regression for Count Data Analysis in Consumer Behavior Research.” *Journal of Marketing Analytics* (2022): 1- 6

Impact Factor	4.24
ABDC Rank	C
Cite Score	5.3
Cite Score Rank in Marketing	92

NSF Grant Proposal: “The Effect of Human-Machine Interaction on Empathy Towards Mental Healthcare Service Providers” with Mehdi T. Hossain and Mohammad T. Islam

WORKING PAPER

• “Derive Meaning from Shopping Basket – A Representation Approach” with Rabikar Chatterjee. (Target journal: *Marketing Science*)

- “The Influence of Lightness and Product Claims on Consumer Engagement and Preference: A Model and Findings” with Kevin Sample, Julio Sevilla and Kaushik Jayaram. (Target journal: Journal of Marketing Research)

WORK IN PROGRESS

- “User-Generated Content on Social Media: An Examination of Differences across Brands and among Social Media Platforms” with Petru D. Micu (PhD advisee) and Camelia Micu
- “Brand and Product Category Embedding for Choice Modeling”

TEACHING EXPERIENCE

Assistant Professor

Principles of Marketing	Fall 2016 ~ Present
PhD Student Presentation Workshop	Fall 2019
Machine Learning for Business	Spring 2022
Intelligence (New Course Development)	
PhD Pro Seminar (Guest Lecturer)	Fall 2019, Fall 2020, Spring 2022

Coach

Business Language Case Competition at BYU, 2016 ~ Present, 3rd place 2016/ 2nd place 2017, 2018

Undergraduate Advisor

Mentor to Sarah Chambers, Undergraduate Honors Project, Fall 2018

Graduate Advisor

PhD Advisor to first year PhD students: Dorin Micu, Jonathan Gilbert, Shawn Scott, Tracey Khan, Priscilla Pena, Wangsuk Suh, Courtney Hixon, Rosemary Leger. Fall 2018 ~ Present
 Yue Du, Major paper reader, Fall 2018 ~ Spring 2019
 Dorin Micu, Dissertation Committee, Spring 2021
 Priscilla Pena, Reader for Comprehensive Exam, Fall 2022
 James Cummings, DBA, 2021 ~ 2022
 Zian Zheng, Master of Science in Statistics, Fall 2022
 URI Rock Climbing Club

Faculty Advisor

Graduate Instructor

Marketing Research (CBA)	Spring 2015	Pitt
Marketing Research (CBA)	Fall 2014	Pitt

Teaching Assistant

Python Workshop (PhD)	Spring 2016	Pitt
Social Media Analytics (MBA)	Spring 2016	Pitt
Digital and Social Media Analytics (MBA)	Summer 2015	Pitt
Introduction to Marketing (CBA)	Spring 2013	Pitt
Introduction to Marketing (CBA)	Spring 2011	Penn State

Marketing Strategy (CBA)	Spring 2010 Fall 2010	Penn State
Consumer Behavior (CBA)	Fall 2009	Penn State

SERVICE

External

Ad Hoc Reviewer *Journal of Marketing Research (A*)*
 Journal of Decision Support Systems (A)*
 Journal of Marketing Analytics (C)

Internal

CBA Task Force on Research	Fall 2016
Committee on Information Technologies, Infrastructure, Computing, Communications, and Networking (CITICCN)	Fall 2017 ~ Fall 2019
Associate Professor in Marketing Search Committee	Spring 2018
Assistant Professor in Marketing Search Committee	Spring 2018
URI Chief Information Officer Search Committee	Spring 2018
Business Analytics Committee	2018 ~ 2020
Research & Doctoral Committee	Spring 2018 ~Present
PhD Program Coordinator	Spring 2018 ~Present
PhD Admission Committee	Fall 2018, Fall 2020
MBA Program Task Force	Fall 2019 ~ Spring 2020
Faculty Structure Committee	Fall 2021 ~ Spring 2022
Graduate Program Committee	Fall 2021 ~ Spring 2022
Welcome Day Presenter	Spring 2017, Spring 2022

CONFERENCE PRESENTATION

2020 ISMS Marketing Science Conference, Virtual

- Capturing Unobserved Consumer Heterogeneity Using Asymmetric Variational Auto Encoder

2015 ISMS Marketing Science Conference, Baltimore, MD

- Capturing Cross-Product Category and Inter-temporal Decision Patterns from Large Consumer Shopping Datasets

2015 Marketing Academic Research Colloquium, Charlottesville, VA

- Capturing Cross-Product Category and Inter-temporal Decision Patterns from Large Consumer Shopping Datasets

2012 ISMS Marketing Science Conference, Boston, MA

- Group Buying – Boon, Bane or Both? A Normative Study of Alternative Mechanisms

CONFERENCE PARTICIPATION

2019	Vancouver, CAN	Conference on Neural Information Processing Systems
2014	Houston, TX	University of Houston Marketing Doctoral Symposium
2013	Durham, NC	Quantitative Marketing & Structural Econometrics Workshop

2013 Washington, DC Marketing Academic Research Colloquium
2012 State College, PA Marketing Academic Research Colloquium
2011 Pittsburgh, PA Marketing Academic Research Colloquium

HONORS AND AWARDS

COB Outstanding Researcher Award, 2018
INFORMS Marketing Science Doctoral Consortium Fellow, 2015
Giant Eagle Fellowship, 2011
Full Scholarship, Penn State, 2009

WORK EXPERIENCE

URI, Rhode Island	Assistant Professor	2016 ~Present
MAXIM Magazine, Shanghai	Senior Marketing Executive	2008
C&A Fashion Retail Co., Ltd.	Marketing Director Assistant	2007
MAXIM Magazine, Shanghai	Marketing Executive	2006

SKILLS

Software: R, Python, Matlab, Java, VBA
Languages: Fluent in English and Chinese. Proficient in German and French