

Curriculum Vita

Alice (Hongshuang) Li
The Robert H. Smith School of Business
University of Maryland
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EDUCATION:

University of Maryland-College Park	PhD 2014 (expected)
Major: Marketing	
Minor: Economics	
University of Illinois-Urbana-Champaign	M.S. 2009
Major: Resource and Environmental Economics	
Renmin University of China, Beijing, China	B.A. 2007
Major: Agricultural Economics and Agribusiness Management	
Minor: Mathematics and Applied Mathematics	

HONORS AND AWARDS:

- MSI Research Grant Award for proposal titled “Understanding the Path to Conversion in E-Commerce Sites” with P.K. Kannan, December, 2010
- Dean’s Summer Research Fellowship, University of Maryland, 2010,2011
- Brockson Fellowship, University of Illinois, 2008-2009
- Outstanding Student in Beijing City, 2007
- Special National Scholarship of Excellent Study Performance, 2006
- Outstanding Student of Renmin University of China, 2004
- Australian Pure Land Learning College Scholarship, 2003-2005
- Tsang Hin-chi Excellent Student Scholarship, 2003-2006

RESEARCH INTERESTS:

Attribution model, multichannel marketing, user generated content, spatial econometrics

SKILLS:

R, WinBUGS, Matlab, SAS, Stata, ArcGIS, GeoDa, PHP

PROFESSIONAL EXPERIENCE

Research Assistant, P.K.Kannan, Spring 2010 – Present

Michel Wedel, Spring 2011

David Godes, Fall 2009 - Spring 2010

Michael Trusov, Fall 2009, Fall 2010

University of Maryland, College Park

Fellow, Fall 2008-Spring 2009, University of Illinois, Urbana-Champaign

Research Assistant, Project on Infrastructure Foundation and Management in New Countryside, funded by National Natural Science Foundation of China, 2007

Research Assistant, Project on Grain Supply Chain in Northeast of China, funded by Dalian Commodity Exchange, China, 2006-2007

Intern, Ministry of Labor and Social Security, China 2006

CONFERENCE PARTICIPATION:

- INFORMS Marketing Science Conference , Houston, Texas , June 8-11.
- The Wharton Interactive Media Initiative (WIMI) and the Marketing Science Institute (MSI) Cross-platform and Multi-channel Consumer Behavior conference, Pennsylvania University, December 9-10, 2010.
- Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, August 10 – 12, 2010.

RELATED COURSEWORK:

Marketing courses:

Marketing Models in MCMC

Experimental Research in Marketing

Marketing Models

Marketing Strategy

Instructor

Michel Wedel

Rebecca Hamilton

P.K. Kannan

Wendy Moe

Survey of Consumer Behavior
Marketing Models in R
Mathematical Models in Marketing

Amna Kirmani
Michel Wedel
Yogesh Joshi

Economics courses:

Microeconomics Analysis I
Microeconomics Analysis II
Risk and Information: Theory and Application
Applied Microeconomics
Spatial Econometrics
Applied Econometrics
Applied Econometrics I
Applied Econometrics II
Bayesian Inference and Measurement Models
Empirical Microeconomics
Empirical Industrial Organization
Computational Economics

Instructor

Daniel Vincent, Lawrence Ausubel
Erkut Ozbay, Rachel Kranton
Charles Nelson
Kislaya Prasad
Kathy Baylis
Roger Koenker
Richard Just, Anna Alberini
Richard Just, Anna Alberini, Barrett Kirwan
Robert Mislavy
Raymond Guiteras
Ginger Z. Jin
John Rust