



李楠

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· [CV](#)

教育背景

- Ph.D. University of Rochester, Business Administration
- M.S. Southeast University, Economics
- B.A. Guandong University of Foreign Studies, English

工作经历

- 2019.07 – present, Assistant Professor, Advance Institute of Business, Tongji University

论文发表

- Avery Haviv, Yufeng Huang and Nan Li, “Intertemporal Demand Spillover Effects on Video Game Platforms”, accepted at Management Science

会议报告

- “Intertemporal Demand Spillover Effects on Video Game Platforms”

-Marketing Dynamics Conference, HKUST, 2017

-Marketing Science Conference, Fudan, 2016

- “The Effect of Expanding and Sharing Intellectual Property Rights”

-Marketing Dynamics Conference, Maryland, 2019

研究兴趣

- Quantitative Marketing
- Empirical IO
- Structural Model
- Causal Inference
- Two-sided Market in Entertainment Industry

荣誉/获奖

- Fellow, Marketing Science Doctoral Consortium, Fudan University, 2016
- Simon Business School Ph.D. fellowship, 2013-2018