# XINGYI LI

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## EDUCATION

**UCL, University College London**

Ph.D. in Marketing, School of Management                          2018-2024(expected)

MSc. in Business Analytics of Computer Science, Department of Computer Science          2017

**University of Manchester**

BSc. Computer Science, Department of Computer Science                          2016

## RESEARCH INTERESTS

**Substantive**: Digital Marketing, Quantitative Marketing, Unstructured Data

**Methodological**: Causal Inference, Econometrics, Natural Language Processing, Interpretable Machine Learning and Deep Learning

## RESEARCH PAPERS

"Can Lower Expert Opinions Lead to Better Consumer Ratings?:The Case of Michelin Stars"[link]

(**Xingyi Li**, Yiting Deng, Puneet Manchanda, and Bert De Reyck)

- Reject & Resubmit at **Management Science**

- Listed in SSRN's top ten downloads

- Keynote plenary session at 2022 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Harvard Business School [presented by coauthor]

"Spend Analysis 4.0: Automating Procurement Practices using Natural Language Processing and Machine Learning"

(**Xingyi Li**, Viviana Culmone, Bert De Reyck, Onesun Steve Yoo)

- Under review at **Production Operations Management**

- Partly funded by UKRI Innovate-UK

## RESEARCH IN PROGRESS

"Convolution Neural Networks for Scheduling Streaming Ads"

(Xingyi Li, Yiting Deng, Puneet Manchanda)

- Data analysis in progress

- Collaborated with a streaming ads company

## CONFERENCE/SEMINAR TALKS

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|---|---|
| INFORMS Marketing Science Conference, Florida | *Jun, 2023* |
| London School of Economics and Political Science | *May, 2023* |
| POMS-HK International Conference, Hong Kong | *Jan, 2023* |
| INFORMS Annual Meeting, Indianapolis | *Oct, 2022* |
| MSOM Conference, Munich | *Jun, 2022* |

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| INFORMS Marketing Science Conference, Virtual | *Jun, 2021* |
| Trans-Atlantic Doctoral Conference, London Business School | *Apr, 2021* |

## TEACHING AND SUPERVISION

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|---|---|
| Undergraduate dissertation supervisor (7 students) | *2022-Now* |
| Module Instructor for Data Analytics II, undergraduate core module in B.S. Management Science programme | *2020-2022* |
| (Evaluation: 4.30/5 in 2021, 4.48/5 in 2022) | |
| Seminar instructor for Business Analytics, undergraduate core course | *2021* |
| Teaching assistant for Markets and Customers, postgraduate course | *2019-Now* |
| Teaching assistant for Marketing Science, MBA course | *2019-Now* |

## FELLOWSHIPS

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| Ph.D. Program Fellowship, UCL School of Management | *2018-Now* |
| Doctoral Consortium Fellow, INFORMS Marketing Science | *2019-Now* |

## MISCELLANEOUS

Technical Skills: Python, R, Stata, MATLAB, Java
Languages: English, Mandarin