

Krista Li

Assistant Professor of Marketing at Indiana University, Kelley School of Business

Bloomington, IN, US

Krista Li is an expert in the fields of product design, consumer database targeting and behavior-based marketing.

Biography

Krista J. Li is an Assistant Professor of Marketing at the Kelley School of Business at Indiana University. She received her Master's degree in International Relations & Economics from Yale University and her doctoral degree in Marketing at Texas A&M University. Li conducts research on behavior-based targeting, product design, and behavioral game theory. Her research has appeared in Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, Manufacturing and Service Operations Management, and Production and Operations Management. She has taught undergraduate, MBA, and EMBA courses and received the Dean's Award for Outstanding Teaching and the Dean's Award for Outstanding Research at Mays Business School of Texas A&M University. Li also received the Mary Kay Dissertation Proposal Competition award and was selected as fellow of the AMA-Sheth Doctoral Consortium and the Inaugural AMS Doctoral Consortium. For seven years, she worked in the marketing consulting industry for clients in consumer packaged goods, automotive, retail, telecommunications, and pharmaceutical industries.

Industry Expertise

Direct Marketing, Education/Learning

Areas of Expertise

Consumer Relationship Management, Consumer Database Targeting, Behavior-Based Marketing, Product Design

Education

Texas A&M University

Ph.D. Marketing

Yale University

M.A. International Relations & Economics

Lingnan University

B.A. Marketing

Accomplishments

**Marketing Science Institute Young Scholar Research Grant
2017**

**Mary Kay/AMS Dissertation Proposal Competition, Finalist
2016**

**Dean's Award for Outstanding Research, Mays Business School, Texas A&M University
2015**

**Inaugural AMS Doctoral Consortium Fellow
2015**

**Dean's Award for Outstanding Teaching, Mays Business School, Texas A&M University
2015**

**AMA-Sheth Doctoral Consortium Fellow, Northwestern University
2014**

**INFORMS Doctoral Consortium Fellow, Emory University
2014**

**INFORMS Doctoral Consortium Fellow, Boston University
2012**

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)