

# Shibo Li

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

Bloomington, IN, US

Shibo Li is a marketing and industrial administration expert, with a penchant for consumer dynamics.

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## Biography

Shibo Li is Professor of Marketing and Arthur M. Weimer Faculty Fellow at the Kelley School of Business, Indiana University at Bloomington, Indiana. His research interests are consumer dynamics, analytical customer relationship management, digital marketing, shopper marketing, signaling models, and quantitative models in marketing. His research has appeared in Marketing Science, Journal of Marketing, Journal of Marketing Research, Information Systems Research, Journal of the Academy of Marketing Science, and Journal of Interactive Marketing. Shibo was selected as a MSI Young Scholar by Marketing Science Institute in 2009, and won the Faculty Research Award in 2012 and the 3M Junior Faculty Grant Award at Kelley School of Business at Indiana University in 2008, 2009 and 2010. He was the winner of the John A. Howard Doctoral Dissertation Award of the American Marketing Association in 2004 and received the CART Research Frontier Award from Carnegie Mellon University in 2006. His dissertation has also won the William Cooper Dissertation Competition Award at Carnegie Mellon University in 2003. He also won the Best Student Teacher Award at Carnegie Mellon University in 2001. Shibo was on the editorial review board of Marketing Science from 2007-2008 and has served as an ad hoc reviewer for various top-tiered journals including Marketing Science, Journal of Marketing Research, Journal of Marketing, Information Systems Research, and Management Science. Shibo teaches undergraduate-level marketing management, MBA dynamic analysis of customer data course and doctoral marketing models seminar at Kelley. He taught marketing principles and marketing strategy at Carnegie Mellon University and Rutgers University prior to joining Indiana University.

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## Industry Expertise

Research, Writing and Editing, Education/Learning, Advertising/Marketing, Program Development, Public Relations and Communications

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## Areas of Expertise

Analytical and Empirical Analysis of Signaling Models, Customer Relationship Management, Interactive Marketing, Consumer Dynamics, Digital Marketing

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## Secondary Titles

Arthur M. Weimer Faculty Fellow

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## Education

**Carnegie Mellon University**  
Ph.D. Industrial Administration

**Carnegie Mellon University**  
M.S.I.A. Marketing

**Peking University**  
M.A. Economics

**Peking University**  
B.A. Economics

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## **Accomplishments**

**Excellent Reviewer Award, Journal of Interactive Marketing**  
2013

**Kelley School of Business Research Award, Indiana University**  
2011

**Dean's Citation for Teaching Excellence, Indiana University**  
2011

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