

## **Dr. Qian Chen**

University of Nebraska-Lincoln  
Marketing  
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### **Education**

Ph D, Pennsylvania State University, University Park, 2020.  
Major: Business Administration  
Supporting Areas of Emphasis: Quantitative Marketing  
Dissertation Title: Network Models and Statistical Learning Methods to Explore Customer Heterogeneity with Complex Marketing Data

MA, University of Minnesota, Twin Cities, 2012.  
Major: Urban and Regional Planning

MS, University of Minnesota, Twin Cities, 2012.  
Major: Statistics

BA, Peking University, 2009.  
Major: Economics

BS, Peking University, 2009.  
Major: Geographical Science and Remote Sensing

### **Academic, Government, Military and Professional Positions**

#### **Academic**

Assistant Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2020 - Present).

Graduate Assistant, Pennsylvania State University, University Park, Department of Marketing. (August 2014 - May 2020).

#### **Professional**

Business Intelligence Specialist & Marketing Operation Manager, Avepoint, Inc. (Microsoft Gold Certified Partner), Jersey City, NJ. (2012 - 2014).

### **Licensures and Certifications**

Search Committee Certification, EAD, University of Nebraska-Lincoln. (October 2020 - October 2023).

## **TEACHING**

### **Teaching Experience**

#### **University of Nebraska-Lincoln**

MRKT 350, Marketing Analytics, 6 courses.

### **Awards and Honors**

Ossian R. MacKenzie Teaching Award, Smeal College of Business, Penn State University. (2019).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

- Lee, K., Chen, Q., DeSarbo, W. S., Xue, L. (in press). Estimating Finite Mixtures of Ordinal Graphical Models. *Psychometrika*. <https://doi.org/>
- DeSarbo, W. S., Chen, Q., Stadler Blank, A. (2017). A Parametric Constrained Segmentation Methodology for Application in Sport Marketing. *Customer Needs and Solutions, Spring*, 4(4), 37-55.
- Cao, X., Chen, Q., Choo, S. (2013). Geographic Distribution of E-shopping: Application of Structural Equation Models in the Twin Cities of Minnesota. *Transportation Research Record: Journal of the Transportation Research Board*, 2383(1), 18-26.
- Fan, Y., Chen, Q. (2012). Family Functioning as a Mediator between Neighborhood Conditions and Children's Health: Evidence from a National Survey in the United States. *Social Science & Medicine. Elsevier*, 72(12), 1939-1947.
- Fan, Y., Das, K. V., Chen, Q. (2011). Neighborhood Green, Social Support, Physical Activity, and Stress: Assessing the Cumulative Impact. *Health & Place, Elsevier*, 17(6), 1202-1211.

#### Conference Proceedings

- Chen, Q., Agarwal, A., Fong, D., DeSarbo, W. (2020). *Model-based Co-clustering Using Large-Scale Online Product Rating Networks*. Chinese Marketing Association of Universities (CMAU) Annual Conference (Virtual).
- Chen, Q., Wang, R., Chen, Z., Fong, D. (2016). *Does Improvement of Customer Satisfaction Always Create Shareholder Value? An Empirical Study of the American Customer Satisfaction Index (ACSI)*. Fudan University, Shanghai, China: INFORMS Marketing Science Conference.
- Chen, Q., Wang, R., Chen, Z., Fong, D. (2016). *Does Improvement of Customer Satisfaction Always Create Shareholder Value? An Empirical Study of the American Customer Satisfaction Index (ACSI)*. Chicago, IL: Joint Statistical Meetings (JSM) - Section on Statistics in Marketing.
- Fan, Y., Chen, Q., Liao, C.-F., Douma, F. (2013). *UbiActive: Smartphone-based Tool for Trip Detection and Travel-related Physical Activity Assessment*. Washington, DC: Transportation Research Board 92nd Annual Meeting.
- Fan, Y., Chen, Q., Liao, C.-F. (2012). *Smartphone-based Travel Experience Sampling and Behavior Intervention among Young Adults*. Washington, DC: Transportation Research Board (TRB) 91st Annual Meeting.
- Chen, Q., Fan, Y. (2011). *Family Functioning as a Mediator of Neighborhood Influences on Children's Health*. The Association of Collegiate Schools of Planning (ACSP) Conference.
- Chen, Q., Fan, Y. (2011). *Gender and Family as Modifiers of the Urban Form and Work Commute Connection*. Washington, DC: Transportation Research Board (TRB) 90th Annual Meeting.

## Other

Fan, Y., Chen, Q., Liao, C.-F., Douma, F. (2012). *Smartphone-based Travel Experience Sampling and Behavior Intervention among Young Adults*. CTS Technical Report 12-11, Center of Transportation Studies, University of Minnesota.

Fan, Y., Chen, Q., Liao, C.-F., Douma, F. (2012). *UbiActive, A Smartphone-based tool for travel experience sampling and behavior intervention.*

## Presentations Given

Chen, Q. (Presenter & Author), Agarwal, A. (Author Only), Fong, D. (Author Only), DeSarbo, W., Chinese Marketing Association of Universities (CMAU) Annual Conference (Virtual), "Model-based Co-clustering Using Large-Scale Online Product Rating Networks." (2020).

Chen, Q. (Presenter & Author), Wang, R. (Author Only), Chen, Z. (Author Only), Fong, D. (Author Only), INFORMS Marketing Science Conference, "Does Improvement of Customer Satisfaction Always Create Shareholder Value? An Empirical Study of the American Customer Satisfaction Index (ACSI)," Fudan University, Shanghai, China. (2016).

Chen, Q. (Presenter & Author), Wang, R. (Author Only), Chen, Z. (Author Only), Fong, D. (Author Only), Joint Statistical Meetings (JSM) - Section on Statistics in Marketing, "Does Improvement of Customer Satisfaction Always Create Shareholder Value? An Empirical Study of the American Customer Satisfaction Index (ACSI)," Chicago, IL. (2016).

Fan, Y. (Presenter & Author), Chen, Q. (Author Only), Liao, C.-F. (Author Only), Douma, F., Transportation Research Board 92nd Annual Meeting, "UbiActive: Smartphone-based Tool for Trip Detection and Travel-related Physical Activity Assessment," Washington, DC. (2013).

Chen, Q. (Presenter & Author), Fan, Y. (Author Only), Liao, C.-F. (Author Only), Transportation Research Board 91st Annual Meeting, "Smartphone-based Travel Experience Sampling and Behavior Intervention Among Young Adults," Washington, DC. (2012).

Chen, Q. (Presenter & Author), Fan, Y. (Author Only), The Association of Collegiate Schools of Planning (ACSP) Conference, "Family Functioning as a Mediator of Neighborhood Influences on Children's Health." (2011).

Chen, Q. (Presenter & Author), Fan, Y., Transportation Research Board (TRB) 90th Annual Meeting, "Gender and Family as Modifiers of the Urban Form and Work Commute Connection," Washington, DC. (2011).

## Contracts, Grants and Sponsored Research

### Grant

Chen, Q. (Principal Investigator), "Scalable Graphical Event Models-Mktg," Sponsored by Adobe Systems Inc, Industry, \$46,000.00. (October 1, 2020 - August 31, 2022).

Chen, Q. (Principal Investigator), "Scalable Graphical Event Models-Mktg," Sponsored by Adobe Systems Inc, Industry, \$46,000.00. (October 1, 2020 - August 31, 2022). Current Status: Awarded.

## Awards and Honors

Adobe Data Science Research Award. (October 2020).

Haring Symposium Fellow, Indiana University. (2019).

AMA-Sheth Foundation Doctoral Consortium Fellow. (2018).

Global Program's Graduate Student Travel Grant, Penn State University. (2018).

Smeal Small Research Grant, Penn State University. (2018).

Jerome E. Scott Memorial Scholarship, Penn State University. (2017).

Quantitative Marketing and Structural Econometrics Workshop. (2017).

ASA section on Statistics in Marketing Student Paper Competition Winner. (2016).

INFORMS Marketing Science Doctoral Consortium Fellow. (2016).

Jerome E. Scott Memorial Scholarship, Penn State University. (2016).

Mu Sigma Rho National Statistics Honorary Society. (2016).

John S. Adams Award for Excellence in Transportation Research, University of Minnesota. (2012).

Transportation Research Board Travel Award, University of Minnesota. (2012).

Transportation Research Board Travel Award, University of Minnesota. (2011).

Founder Scholarship, Peking University. (2008).

## **Intellectual Contributions in Submission**

### **Journal Articles**

Chen, Q., Agarwal, A., Fong, D., DeSarbo, W. S., Xue, L. Guided by Your Stars: Model-Based Two-Way Clustering Using Large-Scale Online Product Rating Networks. *Journal of Business and Economic Statistics*.