# 钱怡 YI QIAN

www.nber.org/~yiqian

http://www.kellogg.northwestern.edu/faculty/directory/qian_yi.aspx#biography

Jacobs Center 461a, Kellogg School of Management, Northwestern University
2001 Sheridan Road, Evanston, IL 60208

Office Phone : 847-491-7113
Office Fax: 847-491-2498
yiqian@northwestern.edu


## Employment and Appointments:

**Northwestern University** **Evanston, IL**

2006-present *Assistant Professor*, Kellogg School of Management
*Affiliate*, Center for the Study of Industrial Organization
2008-present *Faculty Research Fellow/Associate*, Searle Center of Law and Economics
2009-present *Faculty Associate*, Institute for Policy Research
2010-present *Faculty Member*, Commercialization Institute
2010-present *Faculty Affiliate*, Searle Center

**National Bureau of Economic Research** **Cambridge, MA**

2008-present *Faculty Research Fellow*, NBER Programs on Productivity and on China
2001-2006 *Doctoral Research Associate*

**Harvard University** **Cambridge, MA**

2003-2006 *Teaching Fellow*. Taught Advanced Econometrics, International Trade and Finance courses
*Economics Tutor*. Advised undergraduates at the Harvard Leverett House
2000-2006 *Research Associate*, Harvard GSAS and Harvard Business School
1998-2000 *Research Assistant*, Harvard Business School and Harvard Law School

**Institute for International Economics** **Washington, DC**

2000 *Research Associate* on International Trade and Labor Mobility, Industrial Organization

## Education:

**Harvard University, Graduate School of Arts and Sciences** **Cambridge, MA**

Ph.D. in Economics. *Thesis Title*: "Essays on the Economics of Intellectual Property Rights, Innovation, and Antitrust". Defended on April 12, 2006. *Diploma Date*: June 8, 2006.

**Harvard University, Graduate School of Arts and Sciences** **Cambridge, MA**

A.M. in Statistics, June 2001.

**Harvard University, College of Arts and Sciences** **Cambridge, MA**

A.B. *Magna Cum Laude* in Economics, June 2001. *Phi Beta Kappa* (Fall, 2000). Advanced Standing. GPA: 3.9/4.0. GPA in Economics Major: 3.9/4.0.

## Honors and Awards:

2013 Faculty Impact Award, Kellogg School of Management
2012-2013 Thomas Edison Innovation Fellowship, Center for the Protection of Intellectual Property
2011 Northwestern University Scholar
2009 The Best Paper Award at the Journal of Marketing Science Conference
2009 Emerald Management Reviews Citation of Excellence
(The QJE article has been selected as one of the 50 best articles published in 2008 in management across top 400 business and management journals world-wide.)
2008 Best Paper Award at the Conference on China and Finance
2008 Kauffman Research Grant, Searle Center.
2008 and on Nominee for the "*Lawrence G.Lavengood Professor of the Year*" Award.

| | |
|---|---|
| 2008-2009 | Kellogg School of Management Personnel Committee Observer |
| 2007-2008 | Kraft Research Professorship (Academic Chair) |
| 2006-2007 | Donald Jacobs Scholar, Kellogg School of Management |
| 2001-2006 | Doctoral Fellowship, Harvard University |
| 2005 | Industrial Organization Research Grants, Harvard University |
| 2004 | Center for International Development Doctoral Grants, Harvard University |
| 2004 | Conference Traveling Awards, Harvard University Economics Department |
| 2003 | Department Summer Grants, Harvard University |
| 2002 | Department Summer Grants, Harvard University |
| 2001 | Hoopes Prize Nominee for Economics honors thesis with *Summa* readings |
| 1997-2001 | John Harvard Scholarship and Elizabeth Cary Agassiz Scholarship |
| 1995-1997 | UWC Scholarship, Lester B. Pearson College of the Pacific, Canada |

**Publications:** ( *** Denotes equal authorship** )

**Peer-reviewed Articles:**

1. "Do National Patent Laws Stimulate Domestic Innovation in a Global Patenting Environment?--a Cross-Country Analysis of Pharmaceutical Patent Protection, 1978-2002"
***Review of Economics and Statistics,*** August 2007, 89(3): 436-453. MIT Press.

2. "Impacts of Entry by Counterfeiters," ***Quarterly Journal of Economics***, November 2008, Vol. 123, No. 4: 1577–1609. MIT Press.
Emerald Management Reviews Citation of Excellence for 50 best articles 2008.

3. "Copula Density Estimation by Total Variation Penalized Likelihood," joint with Leming Qu and Hui Xie, ***Communications in Statistics—Simulation and Computation***, 38: 1891–1908, 2009.

4. "Is Entrepreneurship Missing in Shanghai?" joint with Yasheng Huang *, in Joshua Lerner and Antoinette Schoar (Ed.), ***International Differences in Entrepreneurship***, National Bureau of Economic Research, University of Chicago Press, 2010.

5. ``A Semiparametric Approach for Analyzing Nonignorable Missing Data," with Hui Xie and Leming Qu, ***Statistica Sinica***, 2010, 21: 1881-1899.

6. "Multiple Imputation for Missing Values Through Semiparametric Models," with Huayun Chen and Hui Xie, ***Biometrics***, 2011, 67:799-809.

7. "No Customer Left Behind – A Distribution-Free Bayesian Approach to Accounting for Missing Xs in Marketing Models," with Hui Xie *, ***Marketing Science***, August.2011.

8. "Measuring the Impact of Nonignorability in Panel Data with Non-monotone Nonresponse," with Hui Xie *, ***Journal of Applied Econometrics***, 2012, 27: 129-159**.**

9. "Factors Influencing consumer behavior toward Store Brand: A meta-analysis," with Xiaojun Fan and Pei Huang, ***International Journal of Marketing Research,*** 2012, 54(3).

10. "Does Ethnicity Pay?" joint with Yasheng Huang and Li Jin *, Best Paper Award by the Association of Finance and China**.** ***Review of Economics and Statistics***, Forthcoming

11. "Brand Management and Strategies Against Counterfeits," ***Journal of Economics and***

***Management Strategy***, Forthcoming, (working paper version: NBER WP 17849)

**Policy White-paper:**

12. "The Economic Effects of Counterfeiting and Piracy," with Carsten Fink and Keith Maskus *, Advisory Committee on Enforcement WIPO 9/3/2010, minor revision at ***World Observer***

**Book Chapters:**

13. "Are National Patent Laws the Blossoming Rain? – Evidence from Domestic Innovation, Technology Transfers, and International Trade Post Patent Implementations from 1978-2002," in Netanel, Neil (Ed.), *The Development Agenda: Global Intellectual Property and Developing Countries.* 2009, **Oxford University Press,** London.

14. "Do Pharmaceutical Patents Encourage Global Innovation?--Rethinking the Role of Patents as an Incentive for Innovation and Economic Development," in Loffler, Alicia and Barbara Pawlikowski (Ed.), *Commercializing Life Science Innovations:Rethinking the Business Model*, **Northwestern University**.

**Papers under Review:**

15. "Which Brand Purchasers Are Lost to Counterfeiters?" with Hui Xie *, under 4th round review at *Marketing Science*

16. "Counterfeiters: Foes or Friends," minor revision requested at *Management Science*, NBER WP 16785

17. "More Effective Database Construction," with Hui Xie *, under 3nd round review *Management Science*

18. "Untangling Searchable and Experiential Quality Responses to Counterfeiting," with Qiang Gong and Yuxin Chen, R&R at *Marketing Science*

19. "Investigating the Dynamic Effects of Counterfeits," with Hui Xie *, 2nd round R&R at *Management Science*

20. "Spillover Effects of a Line Extension," with Eric Anderson and Duncan Simester. Under review at *Marketing Science*

**Selected Working Papers**

21. "Income Inequality and Counterfeiting," with Derek Rucker (In-prep for submission)

22. "The Role of Information Presentation in Monetization of Intellectual Property through Auctions," with Mayukh Dass, Joseph Derby, and Josh Lerner (In-prep for submission)
(Paper selected as finalist in the ***2012 ISBM Doctoral Dissertation Award Competition***)

23. "Private Label Pricing: Estimating Demand with Data and Structure," with Eric Anderson and Manuel Hermosilla.

24. "Made in China or Made by China? – Explorations on What a Brand is Worth in Exporting?" with Chelsea Chen and Zuohao Hu

25. "The Value of Role Models," with Basit Zafar and Hui Xie

26. "Intellectual Property Rights, Price, and Access to Innovation: Evidence from TRIPS" with Margaret Kyle, selected to be presented at the NBER SI 2013

## Selected Work-in-Progress:

"Spatial Price Discrimination," with Eric Anderson and Duncan Simester

"Dyadic Relationships in Patent Citations," with Sha Yang and Yantao Wang

"Cosmetics in the Brand: Impacts of Counterfeits of Cosmetics" with Chayoun Kim

"Pre-market Licensing for the Innovation of Biopharmaceuticals," with Manuel Hermosilla

## Earlier Works:

"The Interactions of Eco-labeling, Environment and International Trade,"
*University Avenues Undergraduate Journal of Economics*, 2000, Illinois State University.

"Tradition of Resilience: Economic Crisis and Recovery,"
*Study Guides*, Economic and Social Commission for Asia and the Pacific, Harvard University National Model United Nations, 1999, Harvard University.

## Professional Activities:

**Co-editor :** *Economics of Transition*

**Presenter:**

| | |
|---|---|
| July 2013 | IPR and Productivity, NBER Summer Institute, Boston |
| June 2013 | Marketing Research at Emerging Markets, Choice Symposium, the Netherlands |
| Jan 2013 | The Knockoff Economy Roundtable, Notre Dame |
| Jan 2013 | American Economic Association Conference presentation, San Diego |
| Dec 2012 | Department of Economics seminar series, Maryland University |
| Nov 2012 | Georgia Tech Strategic Management seminar series, GA |
| Oct 2012 | USC Department of Marketing seminar series, LA |
| Oct 2012 | IPR and Digitization Roundtable, IL |
| Oct 2012 | MIT Sloan seminar series on China and Technology Management |
| Sept 2012 | Marketing Science Emerging Market Conference, PA |
| Aug.2012 | Yale China India Conference, NH |
| June 2012 | Special Session Chair and presenter at INFORMS International Conference, Beijing |
| June 2012 | Special Session Chair and presenter at Marketing Science Conference, Boston<br>Session "Brand and IP Management" includes 5 of my papers;<br>Presenter of another paper in the Session "Emerging Markets" |
| Dec. 2011 | Seminar presentation at the London School of Economics |
| Oct. 2011 | Seminar presentation at the Federal Trade Commission |
| Sept. 2011 | Invited to present at the Intellectual Property Rights Conference at BU |
| Sept 2011 | Invited to present at the Toulouse Network Conference |
| July 2011 | Invited to present at the Faculty Summer Camp of London Business School |
| July 2011 | Invited to present at the Yale China Customer Inisight |
| January 2011 | Seminar presentation at the Washington University in St. Louis<br>Seminar presentation at the Institute of Policy Research, Northwestern University |
| December 2010 | Invited to present at the World Intellectual Property Organization's Anti-counterfeiting Conference |
| November 2010 | Seminar presentation at the Yale Marketing Department |
| October 2010 | Invited presentation at the UIUC Economics Department |
| April 2010 | Invited conference presentation at the USPTO (U.S. Patent and Trademark Office) |
| October 2009 | Presentation at the Quantitative Marketing and Economics Conference |
| September 2009 | Presentation at the Kellogg Marketing Camp Conference |

| | |
|---|---|
| June 2009 | Chair and organizer of the Special Session on Counterfeits in the Marketing Science Conference, Session includes 5 of my papers, University of Michigan. |
| May 2009 | Invited presenter and moderator for Kellogg Intellectual Property Rights Conference |
| March 2009 | Seminar presentation at the University of Colorado at Boulder |
| January 2009 | Seminar presentation at Kellogg School of Management |
| November 2008 | Invited presentation at the Searle Center Intellectual Property Rights Conference |
| July 2008 | Discussant at the NBER Intellectual Property Rights Conference |
| March 2008 | Seminar presentation at the MIT Sloan School of Management |
| March 2008 | Seminar presentation at the Kellogg Strategy Department |
| February 2008 | Invited to present at the NBER (National Bureau of Economic Research) International Differences in Entrepreneurship Conference |
| December 2007 | Seminar presentation at the Kellogg Marketing Department |
| November 2007 | Invited presentation at the Northwestern Belfer Center |
| September 2007 | Invited seminar presentation at the UIUC |
| April 2007 | Invited presentation at the Northwestern BRICs Technology Symposia |
| March 2007 | Invited presentation at the UCLA IPR Symposia |
| October 2006 | Invited presentation at the NBER China Conference |
| July 2006 | Invited presentation at the NBER Summer Institute |
| April 2006 | Invited presentation, discussant, and Chair of the R&D Session at the International I.O. Conference (IIOC), Boston, M.A. |
| January-Feb.2006 | Invited presentations at Kellogg School of Management, MIT Sloan, Brown University, GeorgiaTech, RAND, SUNY, *etc.* |
| November 2005 | Poster Session at the Conference of American College of Rheumatology, C.A. |
| July 2004 | Invited to present at the Econometric Society Far Eastern Meeting, Seoul, Korea |
| December 2003 | Invited presentation at the China Economic Annual Conference, Shanghai, China |
| July 2003 | Invited presentation at the NBER Summer Institute, Cambridge, M.A. |
| July 2003 | Invited to present at the Econometric Society European Meeting (ESEM), Sweden |

**Referee** *American Economic Review, Quarterly Journal of Economics, Journal of Political Economy, Journal of Econometrics, Econometrica, Journal of Industrial Economics, International Journal of Industrial Organization, Journal of Applied Econometrics, Review of Economics and Statistics, Management Science, Journal of Marketing Research; Marketing Science; Economic Journal, Operations Research, Journal of Comparative Economics; Research Policy; Journal of Economics and Management Strategy NSF Grant Proposals, and the Research Grants Council (RGC) of Hong Kong*

**Expert** World Intellectual Property Organization, 2010
U.S. Patent and Trademark Office, 2010
Chinese State Intellectual Property Office, 2008-present
Chinese Quality and Technology Supervision Bureau, Suzhou Branch, 2006-present

**Advisor/Committee Member** Mian Dai (2008), Sandeep Conoor (2009), Junzhao Ma (2011), Qingyi Huang (2011), Chelsea Chen (Tsinghua University, 2011), Yantao Wang (2012), Tae Jung Yoon, Chayoun Kim, Manuel Hermosilla (Recipient of the ***2013 Kauffman Dissertation Fellowship***), Joseph Derby (Texas Tech University, finalist in the ***2012 ISBM Doctoral Dissertation Award Competition***).

**Member:** American Economic Association, American Marketing Association, Forum for Economic Development (at Chinese Center for Economic Research)

**Editor and Staff Manager** (1998-2000) *Harvard International Review*
**Editor and Business Manager** (1997-1999) *Harvard China Review*

## Media:

***Nature Biotechnology*:** Interviewed by Paroma Basu on TRIPs (Trade-related Intellectual Property Rights Agreement) and its impacts on the Chinese and Indian pharmaceutical industries, January, 2005.

***Kellogg Insight**:* Interviewed by Brad Wible on the Impacts of Intellectual Property Rights, June, 2008.

***Kellogg Insight**:* Interviewed by Bev Caley on the Impacts of Counterfeiters, 2009.

***The Globe and Mail:*** "Devil wears Prada" by Naomi Powell in, Feb 24, 2011

***NBER Digest*:** Counterfeiters Foes or Friends, July 2011

***Slate:*** by Ray Fisman, The Highest Form of Flattery, 2011.

***Economist Intelligence Unit: Executive Briefing:*** Is Entrepreneurship Missing in Shanghai? 2012

***Bizmology:*** China Lags in Entrepreneurs**,** 2012

***Zena (Bosnia):*** Kopije bolje prodaju originale?! 2012

***The Week:*** Are counterfeit Louis Vuitton bags good for... Louis Vuitton? 2012

***The Economist***: "Fakes and Status in China", June 23rd 2012

***Freakonomics***, "Why knockoffs can help a strong brand?" September 5, 2012

## Teaching and Research Fields:

Marketing Research, Econometrics, Intellectual Property Rights, Brand Management and Entrepreneurship, Emerging Markets

### Teaching Experiences at Kellogg School of Management:

| | |
|---|---|
| Every Fall since 2008 | Applied Econometrics, Ph.D. Level, Instructor. |
| Varied quarters since 2006 | Research Methods in Marketing, Instructor. |
| | Nominee for the "*Lawrence G.Lavengood Professor of the Year*" Award |
| | Unanimously voted (by students) for the *Faculty Impact Award*, 2013. |

### Cases

"Joyoung Soymilk Maker: Segmentation, Targeting, and Positioning," Kellogg Graduate School of Management Case #5-108-008.
"Joyoung Soymilk Maker: Segmentation, Targeting, and Positioning," Kellogg Graduate School of Management Case Teaching Supplement #5-108-008.

## Other Employments:

| | |
|---|---|
| Winter 2004 | Suzhou Automobile and Electronics Incorporation, Consultant. |
| Summer 1998, 1997 | Industrial and Commercial Bank of China, Research Analyst |
| Summer 1998 | *Suzhou Daily*, Journalist |

## Personal

United States Permanent Resident; Married; One son (Aosen Cheer, Born 2010).
Fluent in Chinese (Mandarin, Shanghainese) and English. Proficient in LATEX, C++, Matlab, Mathematica, Stata, Splus, R, SPSS, and SAS. Play the *Pipa*, Chinese lute; Practice Chinese calligraphy, ethnic dancing, Chinese swordplay, and outdoor sports.