钱怡 YI QIAN

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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

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 Faculty Member, Commercialization Institute

2010-present Faculty Affiliate, Searle Center

National Bureau of Economic Research

Cambridge, MA

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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:

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 onwards	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

<u>Publications:</u> (* 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 3rd round review at *Marketing Science*
- 16. "Counterfeiters: Foes or Friends," R&R at Management Science, NBER WP 16785
- 17. "More Effective Database Construction," with Hui Xie *, 2nd round R&R to Management Science
- 18. "Untangling Searchable and Experiential Quality Responses to Counterfeiting," with Qiang Gong and Yuxin Chen, invited to submit to *Marketing Science*
- 19. "Investigating the Dynamic Effects of Counterfeits," with Hui Xie *, under 2nd round review at *Management Science*

Selected Working Papers

- 20. "Spillover Effects of a Line Extension," with Eric Anderson and Duncan Simester. (In-prep for submission)
- 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*, final result to be announced)
- 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, Hui Xie, and Tae Jung Yoon

Selected Work-in-Progress:

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

Economics of Transition

"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 Eric Anderson and 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:

Co-cuitor.	beonomies of Transmon
Presenter:	
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
	Session "Brand and IP Management" includes 5 of my papers;
	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
	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. Invited presenter and moderator for Kellogg Intellectual Property Rights Conference May 2009 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. Invited presentations at Kellogg School of Management, MIT Sloan, Brown January-Feb.2006 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, final result to be announced).

Member: American Economic Association, American Marketing Association,

Forum for Economic Development (at Chinese Center for Economic Research)

<u>Editor and Staff Manager</u> (1998-2000) Harvard International Review <u>Editor and Business Manager</u> (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

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.