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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 (MBA Teaching Award), Kellogg School of Management
2012-2013 Thomas Edison Innovation Fellowship, Center for the Protection of Intellectual Property
2009 The Best Paper Award at the Journal of Marketing Science Conference (for the paper
"Made in China or Made by China")
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 <i>Summa</i> readings
1997-2001	John Harvard Scholarship and Elizabeth Cary Agassiz Scholarship
1995-1997	UWC Scholarship, Lester B. Pearson College of the Pacific, Canada

Research Grants:

2013	National Natural Science Foundation of China (国家自然科学基金委) NSFC (71372187), Brand Management and Network retailing Strategies), 570,000 Yuan. Co-PI: Xiaojun Fan (Nanjing School of Finance)
2012	National Natural Science Foundation of China (国家自然科学基金委), NSFC (70972142 and 71172217), Brand Protection and Channel Pricing Strategies), 380,000 Yuan. Co-PI: Xiaojun Fan (Nanjing School of Finance)

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*, July 2013, Vol. 95, No. 3, Pages 868-883

11. “Brand Management and Strategies Against Counterfeits,” *Journal of Economics and Management Strategy*, Forthcoming, (working paper version: NBER WP 17849)

12. “Counterfeiters: Foes or Friends,” forthcoming at *Management Science*, NBER WP 16785. Featured in *NBER Digest* 2012.

13. “Driving More Effective Data-based Innovations: Enhancing the Utility of Secure Databases” with Hui Xie *, forthcoming at *Management Science*

14. “Which Brand Purchasers Are Lost to Counterfeiters?” with Hui Xie *, forthcoming at *Marketing Science*

15. “Untangling Searchable and Experiential Quality Responses to Counterfeiting,” with Qiang Gong and Yuxin Chen, forthcoming at *Marketing Science*

Policy White-paper:

16. “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:

17. “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.

18. “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**.

19. “The Economics of Counterfeiting Consumption,” in Barton Beebe, Madhavi Sunder, and Haochen Sun (Ed.), *The Luxury Economy and Intellectual Property: Critical Reflections*. 2014, **Oxford University Press**, London.

Papers under Review:

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

21. “Multichannel Spillover From a Factory Store,” with Eric Anderson and Duncan Simester. R&R at *Marketing Science*

Selected Working Papers

22. "Income Inequality and Counterfeiting," with Derek Rucker (In-prep for submission)
23. "Information Disclosure and 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**)
24. "Private Label Pricing: Estimating Demand with Data and Structure," with Eric Anderson and Manuel Hermosilla.
25. "Made in China or Made by China? – Explorations on What a Brand is Worth in Exporting?" with Chelsea Chen and Zuohao Hu
26. "The Value of Role Models," with Basit Zafar and Hui Xie
27. "Intellectual Property Rights and Access to Innovation: Evidence from TRIPS" with Margaret Kyle, selected to be presented at the NBER SI 2013
28. "Development and commercialization strategies for new technologies: an empirical study of pre-market licensing for drug innovation," with Manuel Hermosilla
29. "Brand Value and Stock Markets: Evidence from Trademark Litigations," with Anne Coughlan and Vidya Kamate
30. "Impact of Counterfeiting on Brand Awareness – Evidence from Matching Independent Samples"

Selected Work-in-Progress:

- "No Response is a Response," with Ulf Bockenholt and Dennis Zhang
- "Dyadic Relationships in Patent Citations," with Sha Yang and Yantao Wang
- "Cosmetics in the Brand: Impacts of Counterfeits of Cosmetics" with Chayoun Kim

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:

March 2014	Invited Seminar at CKGSB Marketing Department, Beijing China
Feb 2014	Invited Seminar at Notre Dame University Marketing Department, IN
Feb 2014	Invited Seminar at Institute of Illinois Technology Business School, Chicago
Feb 2014	Invited Seminar at the Temple University Marketing Department
Jan 2014	Invited Seminar at the Georgia Tech Strategy and Entrepreneurship Group
Dec 2013	Invited Seminar at the Boston University Marketing Department

Nov 2013	Invited Seminar at the Carlson School of Management Marketing Unit, Minnesota
Oct 2013	Invited Seminar presentation at the HBS Strategy Unit
Oct 2013	Invited Seminar presentation at the UIUC Economics department
July 2013	IPR and Productivity, NBER Summer Institute, Boston
July 2013	Invited to present at the Doctoral Consortium of Marketing Science
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
	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 Insight
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.
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, Drexel University Strategy Group), 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**).
Placement as committee chair/co-chair: Manuel Hermosilla, 2013, John Hopkins University Marketing Department.

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

Freakonomics, “Is a Factory Outlet Good for the Bottom Line?” July 22, 2013

Kellogg Insights Podcast, “Interview with Yi Qian on Doing Business in China,” January 2014.

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.