

钱怡 YI QIAN

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yiqian@northwestern.edu**Employment and Appointments:****Northwestern University****Evanston, IL**2006-2007 *Donald P. Jacobs Scholar* at Department of Marketing, Kellogg School of Management2007-present *Assistant Professor (tenure-track)* at Department of Marketing, Kellogg School of Management. Work consists of research, teaching MBA and Ph.D. students, etc.
Affiliate, Center for the Study of Industrial Organization2008-present *Faculty Research Fellow/Associate*, Searle Center of Law and Economics2009-present *Faculty Associate*, Institute for Policy Research2010-present *Faculty Member*, Commercialization Institute2010-present *Faculty Affiliate*, Searle Center**National Bureau of Economic Research****Cambridge, MA**2008-present *Faculty Research Fellow*, NBER Programs on Productivity and on China2001-2006 *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 House2000-2006 *Research Associate*, Harvard GSAS and Harvard Business School1998-2000 *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:**

2012 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	Nominee for the “ <i>Lawrence G. Lavengood Professor of the Year</i> ” Award.
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

Publications:

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. “Measuring the Impact of Nonignorability in Panel Data with Non-monotone Nonresponse,” with Hui Xie, *Journal of Applied Econometrics*, 1 Feb. 2010, DOI: 10.1002/jae.1157.
5. “A Semiparametric Approach for Analyzing Nonignorable Missing Data,” with Hui Xie and Leming Qu, *Statistica Sinica*, Forthcoming
6. “Multiple Imputation for Missing Values Through Semiparametric Models,” with Huayun Chen and Hui Xie, *Biometrics*, Forthcoming
7. “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.
8. “No Customer Left Behind – A Distribution-Free Bayesian Approach to Accounting for Missing Xs in Marketing Models,” with Hui Xie, *Marketing Science*, August.2011.
9. “Factors Influencing consumer behavior toward Store Brand: A meta-analysis,” with Xiaojun Fan and Pei Huang, forthcoming at *International Journal of Marketing Research*

Policy White-paper:

10. “The Economic Effects of Counterfeiting and Piracy: a Literature Review” with Carsten Fink and Keith Maskus, Advisory Committee on Enforcement WIPO 9/3/2010, **World Intellectual Property Organization**

Book Chapters:

11. “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.

12. “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:

13. “Investigating the Dynamic Effects of Counterfeits with a Random Change-point Simultaneous Equation Model,” with Hui Xie, R&R

NBER Working Paper Series, w16692, <http://www.nber.org/papers/w16692>

14. “Brand Management and Strategies Against Counterfeits,” Resubmitted

15. “Does Ethnicity Pay?” joint with Yasheng Huang and Li Jin, Best Paper Award by the Association of Finance and China, 2008. Revised and resubmitted to the *Review of Economics and Statistics*

16. “Which Brand Purchasers Are Lost to Counterfeiters? – An Application of New Data Fusion Approaches,” with Hui Xie, R&R

17. “Counterfeiters: Foes or Friends,” R&R

NBER Working Paper Series, w16785, <http://www.nber.org/papers/w16785>

18. “More Effective Database Construction: Enhancing the Utility of Secure Databases,” with Hui Xie, R&R

Selected Working Papers

19. “Untangling Searchable and Experiential Quality Responses to Counterfeiting,” with Qiang Gong and Yuxin Chen, in prep for submission

20. “Spillover Effects of a Line Extension,” with Eric Anderson and Duncan Simester.

21. “Private Label Pricing: Estimating Demand with Data and Structure,” with Eric Anderson and Manuel Hermosilla.

22. “Made in China or Made by China? – Explorations on What a Brand is Worth in Exporting?” with Chelsea Chen and Zuohao Hu (on final draft before submission)

23. “The Value of Role Models,” with Basit Zafar and Hui Xie (on final draft before submission)

24. “Income Inequality and Counterfeiting,” with Derek Rucker

Selected Work-in-Progress:

“Spatial Price Discrimination,” with Eric Anderson and Duncan Simester

“TRIPs and Pharmaceutical Availability” with Hui Xie and Tae Jung Yoon

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

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:

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, 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, <i>etc.</i>

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, International Journal of Industrial Organization, Review of Economics and Statistics, Management Science, Journal of Marketing Research; Marketing Science; Economic Journal, Operations Research, Journal of Comparative Economics; Research Policy; 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

Committee Member Mian Dai (2008), Sandeep Conoor (2009), Junzhao Ma, Qingyi Huang, Yantao Wang, Manuel Hermosilla, Tae Jung Yoon, Chelsea Chen (Tsinghua University)

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*

Policy Interviews:

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

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

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

Interviewed by Ted O'Callahan for Yale School of Management, forthcoming.

Teaching and Research Fields:

Marketing Research, Econometrics, Intellectual Property Rights, Brand Management and New Products

Teaching Experiences at Kellogg School of Management:

Fall 2008, 2009, 2010, 2011 Applied Econometrics, Ph.D. Level, Instructor.

Spring 2008, 2009, 2011 Research Methods in Marketing, Instructor.

Winter and Spring 2007 Research Methods in Marketing, Instructor.

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 May 2010).

Fluent in Chinese (Mandarin, Shanghainese) and English. Knowledgeable 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.