

## Lin Lei

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### Educational Background

University of Maryland, College Park, Maryland

PhD in Marketing, Aug. 2021 – Present

Minor: Information Systems

Dissertation: *Leveraging Large Language Models in Marketing Analytics*

Chair: P.K.Kannan; Co-chair: Michael Trusov

Shanghai University of Finance and Economics, Shanghai, China

Bachelor of Science in Management Information Systems, Aug. 2017 – Jun. 2021

Stanford University, Stanford, California

Summer Session, Jun. 2019 – Aug. 2019

### Research Interests

My research interests center on: (1) *Marketing Knowledge Systems*, (2) *AI-Augmented Decision Making*, (3) *Organizational Memory*, (4) *Causal Inference*, and (5) *Field Experiment*

### Research

#### Under Review / Revision

1. **Lei, L.**, Kannan, P.K. GenAI-enabled Organizational Memory as a Marketing Capability
  - Submission: *Journal of Marketing*
  - Status: Reject & Resubmit
2. **Lei, L.**, Huang, C., Mao, W., Ge, D., Kannan, P.K. Embedding Enterprise Knowledge in LLM-Enhanced AutoML.
  - Submission: *Production and Operations Management*
  - Status: Under Review (1st round)

#### Work in Progress

1. **Lei, L.**, Trusov, M. Framing the New, Finding the Faults.
  - Target: *Journal of Marketing Research*
  - Status: Draft writing
2. Zhang, X., Gu, X., **Lei, L.** Heterogeneous Effects of Open Access: A Freemium Strategy for Public Good.
  - Target: *Journal of Marketing*
  - Status: Revising
3. **Lei, L.**, He, S., Zhou, B., Wang, Z., Ge, D. Pricing by Diagonal: Near-Optimal Markups at Linear Cost
  - Target: *Marketing Science*
  - Status: Draft Writing
4. Jiang, Y., **Lei, L.**, Wang, R., Zhu, Y. Too Much of a Good Thing: The Nonlinear Sales Impact of Manipulated Reviews.
  - Target: *Journal of Marketing Research*
  - Status: Manuscript Writing

## Referred Articles

1. Chen, C., Du, Y., Ge, D., **Lei, L.**, Ye, Y. 2022. Optimization and Operations Research in Mitigation of a Pandemic. *Journal of Operations Research Society in China*, 10(2), 289-304. [Link](#)

## Conference Presentations

1. **Lei, L.**, Gu, X., Kannan, P.K. The Impact of Open Access on Book Sales: A DEI Perspective. *Haring Symposium 2024* (Invited)  
*Intelligent Computation Conference 2024* (Invited)
2. **Lei, L.**, Huang, C., Mao, W., Ge, D., Kannan, P.K. Infusing Organizational Memory in Marketing Analytics with LLM-Enhanced AutoML. *Informs 2025* (Invited)  
*36<sup>th</sup> Annual POMS Conference* (Invited)
3. **Lei, L.**, Trusov, M. Framing the New, Finding the Faults. *ISMS conference 2026* (Invited)

## Teaching Experience

BMGT351: Marketing Research Methods, Lecturer

Fall 2024, 20 students, evaluation: 3.5/4.0

Spring 2026, 40 students

BMGT818Y: Special Topics in Accounting and Information Assurance; Management Accounting and Cyber Risk Management, PhD Seminar Invited Speaker

Fall 2025

BUMK766-0501: Digital Analytics, TA

Fall 2025

BMGT458U-0101: Special Topics in Marketing; Digital Marketing Analytics, TA

Spring 2024

BMGT458U-0101: Special Topics in Marketing; Digital Marketing Analytics, TA

Spring 2023

**Teaching Interests:** Marketing Analytics; AI Applications in Marketing; Marketing Research Methods; Quantitative Methods for Marketing; Data Visualization; Business Statistics

## Awards and Honors

AMA-Sheth Foundation Doctoral Consortium Fellow, New York (2026)

ISMS Doctoral Consortium Fellow, Washington D.C. (2025)

Intelligent Computation Conference, Shanghai (2024)

Haring Symposium Fellow, Bloomington, Indiana (2024)

Haring Symposium DEI Award (2024)

Ye Yinyu Scholarship (2018)

## Academic Service

Ad Hoc Reviewer for *ICIS 2025*

Seminar Organizer, Department of Marketing, University of Maryland (2024-2025)

## **Professional Experience**

Shanshu Technology(Cardinal Operations), Shanghai, China  
Data Engineer Intern, Aug. 2020 – April. 2021

## **References**

Dr. P.K. Kannan  
Dean's Chair in Marketing Science  
Robert H. Smith School of Business  
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