

Last updated: October 19, 2023

KATHLEEN T. LI

Marketing Department
McCombs School of Business
University of Texas at Austin
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EMPLOYMENT

University of Texas at Austin, McCombs School of Business, Austin, TX
Assistant Professor of Marketing, July 2018 - present

EDUCATION

University of Pennsylvania, The Wharton School, Philadelphia, PA
Ph.D, Marketing, May 2018
M.S., Marketing, August 2014
Dissertation: Three Essays on the Estimation of Average Treatment Effects in
Quasi-Experimental Panel Data

Rice University, Houston, TX
B.A., Summa Cum Laude, Economics, May 2011
B.A., Summa Cum Laude, Mathematics, May 2011
B.A., Summa Cum Laude, Statistics, May 2011

RESEARCH INTERESTS

Methods: Causal Inference, Quasi-experimental Methods, Synthetic Control Methods,
Inference

Substantive: Omnichannel Retailing, Public Policy

PUBLICATIONS

1. Li, Kathleen T. (2023), "A Simple Forward Differences-in-Differences Method,"
Marketing Science, Accepted.
2. Li, Kathleen T. and Venkatesh Shankar (2023), "A Two-Step Synthetic Control
Approach for Estimating Causal Effects of Marketing Events," *Management Science*
<https://doi.org/10.1287/mnsc.2023.4878>

3. Li, Kathleen T. and Christophe Van den Bulte (2023), “Augmented Difference-in-Differences” *Marketing Science*, 42(4):746-767. <https://doi.org/10.1287/mksc.2022.1406>
4. Li, Kathleen T. and Garrett Sonnier (2023), “Statistical Inference for the Factor Model Approach to Estimate Causal Effects in Quasi-Experimental Settings,” *Journal of Marketing Research*, 60(3):449-472. <https://doi.org/10.1177/00222437221137533>
5. Li, Kathleen T. (2020), “Statistical Inference for Average Treatment Effects Estimated by Synthetic Control Methods,” *Journal of the American Statistical Association*, 115(532): 2068-2083. <https://doi.org/10.1080/01621459.2019.1686986>
6. Li, Kathleen T. and David R. Bell (2017), “Estimation of Average Treatment Effects with Panel Data: Asymptotic Theory and Implementation,” *Journal of Econometrics*, 197(1): 65-75. <https://doi.org/10.1016/j.jeconom.2016.01.011>

WORKING PAPERS AND SELECTED WORKS IN PROGRESS

7. Li, Kathleen T. and Venkatesh Shankar, “Inference Theory for Quasi-experimental Methods with Nonstationary Data of Unknown Structure: Does the Lifting of Shelter-in-Place Keep Covid-19 Manageable?” (preparing for submission)
8. “The Causal Effect of Product Line Extension: Cannibalization or Category Expansion?” with Garrett P. Sonnier and Harrison Zhang (data analysis in progress)
9. “Do Store Openings Affect Categories with Digital vs. Non-Digital Attributes Differently?” with Jessica Wu and Christophe Van den Bulte (data analysis in progress)

HONORS AND AWARDS

Marketing Science Institute (MSI) Young Scholar (2023)
Saroj and Vithala Rao Young Scholar Award, Cornell University (2023)
INFORMS (ISMS) Early Career Scholar (2023)
McCombs Research Excellence Grant (2023, \$15,000)
Trammell CBA Foundation Teaching Award for Assistant Professors (2022)
AMA Sheth Consortium Faculty Fellow (2022)
Research Reboot Award, Provost’s Office, UT Austin, (2021)
Faculty Honor Roll (2020, 2021)
John A. Howard AMA Doctoral Dissertation Award Winner (2018)

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Wharton Marketing Graduate Fellowship (2011 – 2014, 2016 – 2018)
INFORMS (ISMS) Doctoral Consortium Fellow (2017)
NSF Foundation Graduate Research Fellowship Awardee (2011)
Phi Beta Kappa (2011 – present)
Rice University Roy Trustee Distinguished Scholarship (2007 – 2011)
President's Honor Roll (2007 – 2010)
SACNAS Conference Travel Scholarship (2009)
BP America Economics and Trading Scholarship (2008, awarded \$10,000)
Jackie Schnell Memorial Scholarship for Academic Excellence and Service (2008)
National Siemens Award for Advanced Placement (2007) - one female and one male selected in the US each year based on seven math and science AP exams

PRESENTATIONS

Causal Inference in Marketing: Learning from Quasi-experiments

Nova School of Business and Economics, November 2023

University of Houston, Bauer College of Business, October 2023

Carnegie Mellon University, Tepper School of Business, May 2023

Cornell Young Scholar Camp, May 2023

A Novel Forward Difference-in-Difference Method

University of Florida, Warrington College of Business, March 2023

UC Riverside School of Business, February 2023

McCombs Research Colloquium, January 2023

AI, Machine Learning and Analytics Conference, Harvard Business School, Dec 2022

Marketing Science Institute (MSI) Webinar: Methods for Causal Inference

Joint with Yanwen Wang, December 2022

Statistical Inference for the Factor Model Approach to Estimate Causal Effects in Quasi-Experimental Settings

Stanford University GSB, September 2022

RAND Center for Causal Inference Symposium, August 2022

Synthetic Control Conference, June 2022

USC Marshall School of Business, April 2022

Rice University, Economics Department, September 2021

Marketing Science Conference, Philadelphia, June 2018

Causal Inference Master Class, Invited Speaker

AMA Summer Academic Conference, Chicago, IL, August 2022

AMA Summer Academic Conference, Boston, MA, August 2021

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Inference Theory for Quasi-experimental Methods with Nonstationary Data of Unknown Structure: Does the Lifting of Shelter-in-Place Keep Covid-19 Manageable?

Marketing Science Special Session, University of Rochester, June 2021

A Two-Step Synthetic Control (TSSC) Approach for Estimating Causal Effects of Marketing Events

Boston College, Carroll School of Business, February 2022

Theory and Practice in Marketing Conference, June 2021

Virtual Quantitative Marketing Seminar, invited December 2020

Marketing Science Special Session, Duke University, June 2020

UT Dallas Bass FORMS Conference, Dallas, TX, February 2020

Synthetic Control and Related Methods

Marketing Science Conference, Rome, Italy, June 2019

Inaugural NBER Synthetic Control Methods and Related Methods Conference

Invited Speaker, May 2019

Causal Inference with Quasi-Experimental Panel Data

McCombs Research Colloquium for Award Winning Junior Faculty, May 2019

Statistical Inference for Average Treatment Effects Estimated by Synthetic Control Methods, Invited Seminar Speaker

Stanford Graduate School of Business, March 2018

Washington University Olin School of Business, November 2017

SMU Cox School of Business, November 2017

UCSD Rady School of Business, November 2017

Notre Dame Mendoza College of Business, October 2017

University of Chicago Booth School of Business, October 2017

Northwestern Kellogg School of Management, October 2017

Texas A&M University Mays School of Business, October 2017

Dartmouth Tuck School of Business, October 2017

UT Austin McCombs School of Business, October 2017

UCLA Anderson School of Business, October 2017

University of Michigan Ross School of Business, September 2017

Syracuse University Whitman School of Management, September 2017

Oklahoma State University Spears School of Business, September 2017

University of Houston Bauer College of Business, September 2017

University of Colorado Leeds School of Business, September 2017

University of Virginia Darden School of Business, September 2017

Augmented Difference-in-Differences

Marketing Science Conference, University of Southern California, June 2017

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Estimation of Average Treatment Effects with Panel Data: Asymptotic Theory and Implementation

Sam Houston State University, September 2015

CONFERENCES

UT Dallas Bass FORMS Conference (2020, 2021, 2023), Invited Speaker
Marketing Science Conference (2011, 2012, 2017, 2018, 2019, 2020, 2021, 2022)
RAND Center for Causal Inference 2022 Symposium, Invited Speaker (2022)
AI, Machine Learning and Business Analytics Conference, Invited Speaker (2022)
Princeton Synthetic Control Conference, Invited Speaker (2022)
American Marketing Association Conference, Invited Speaker (2021)
Theory and Practice in Marketing Conference, Invited Speaker (2021)
NBER MIT Synthetic Control Conference (2019), Invited Speaker
Faculty Development Forum in Marketing Science, St. Louis (2019), Invited Faculty
Professors Institute, Southern Methodist University, Dallas (2019), Invited Faculty
Quantitative Marketing and Economics Conference (2016, 2018)
Atlantic Causal Inference Conference (2018)
Texas Analytics Summit (2018)
McCombs PhD Conference (2018)
AMA Summer Academic Conference (2017, 2021, 2022)
Wharton Marketing Camp (2011 – 2014, 2016 – 2018)
Four School Conference (2011 – 2014, 2016 – 2018)
American Economic Association Meetings (2014)

TEACHING EXPERIENCE

Instructor:

Information and Analysis (Marketing Research)

University of Texas at Austin

Marketing Department, McCombs School of Business

Instructor Ratings (out of 5): 4.3, 4.5 (2019), 4.6, 5.0 (2020), 4.7, 4.8, 5.0 (2021)

Intermediate Business Analysis

Sam Houston State University, August 2015 – May 2016

Economics Department, College of Business Administration

Instructor Rating (out of 5): 4.5

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Teaching Assistant:

Pricing Policy (Executive MBA, Undergraduate)
Professor Jagmohan S. Raj, Professor Z. John Zhang
University of Pennsylvania, Feb – May 2017, Aug – Dec 2013
Marketing Research (Undergraduate), Professor Jehoshua Eliashberg
University of Pennsylvania, Aug – Dec 2013
Models for Marketing Strategy (Undergraduate), Professor Jehoshua Eliashberg
University of Pennsylvania, Aug – Dec 2013
Intermediate Microeconomics (Undergraduate), Professor James N. Brown
Rice University, Jan 2009 – May 2011

SERVICE

Reviewer:

Marketing Science
Journal of Marketing Research
Management Science
Econometrica
Review of Economics and Statistics
Journal of Econometrics
American Economic Review: Insights
Journal of Applied Econometrics
Journal of the American Statistical Association
Journal of the Royal Statistical Society: Series B
Statistical Science
Oxford Bulletin of Economics and Statistics

Leadership and Service:

Texas Well Being Initiative, University of Texas at Austin (2021 – present)
Exemplar Instructor, McCombs New Faculty Observation Program (2023 – present)
McCombs Diversity and Inclusion Committee (2020 - 2023)
Executive Committee, UT Austin Marketing Department (2020 – 2021, 2022 - 2023)
Fall Seminar Organizer, UT Austin Marketing Department (2019)
Doctoral Advisory Committee, UT Austin Marketing Department (2018 – 2020)
Graduate Studies Committee, UT Austin Marketing Department (2018 – present)
Faculty Recruiting Committee for Senior Analytics Position (2020 – 2021)
Faculty Recruiting Committee, UT Austin Marketing Department (2018 – 2019)
Faculty Recruiting Committee for Senior Analytics Position (2018 – 2019)
Moderator, Texas Analytics Summit, Experimentation in Marketing Panel (2018)
Pan Asian American Graduate Student Association, President (2013 – 2014)

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PROFESSIONAL AFFILIATIONS

American Marketing Association
American Economic Association
American Statistical Association
INFORMS (ISMS)

LANGUAGES

English (native speaker), Mandarin Chinese (fluent), Spanish (beginner)

PERSONAL

Citizenship: United States and Canada