

Last updated: May 20, 2024

KATHLEEN T. LI

Marketing Department
McCombs School of Business
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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. (2024), "A Simple Forward Differences-in-Differences Method,"
Marketing Science, <https://doi.org/10.1287/mksc.2022.0212>
2. Li, Kathleen T. and Venkatesh Shankar (2024), "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>
 - 2023 John D.C. Little Award Finalist
 - 2023 Frank M. Bass Dissertation Award Finalist
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>
 - 2023. Paul E. Green Award Finalist
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 to *Journal of Marketing Research* in August 2024)
8. Li, Kathleen T., Lan Luo and Adithya Pattabhiramaiah, “Reliable Causal Inference with Observational Data” (invited article for Impact at *Journal of Marketing Research*)
9. “The Causal Effect of Product Line Extension: Cannibalization or Category Expansion?” with Garrett P. Sonnier and Harrison Zhang (data analysis in progress)
10. “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

Paul E. Green Award Finalist (2023)
John D.C. Little Award Finalist (2023)
Frank M. Bass Dissertation Award Finalist (2023)
John A. Howard AMA Doctoral Dissertation Award Winner (2018)
McCombs CBA Foundation Research Excellence Award for Assistant Professors (2024)
Marketing Science Institute (MSI) Young Scholar (2023)
McCombs CBA Foundation Research Excellence Award for Assistant Professors (2024)
Saroj and Vithala Rao Young Scholar Award, Cornell University (2023)
INFORMS (ISMS) Early Career Scholar (2023)
McCombs Research Excellence Grant (2023, \$15,000)
McCombs 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)
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
London Business School, May 2024
Theory and Practice in Marketing Conference, May 2024
CU Boulder, Leeds School of Business, March 2024
Arizona State University, April 2024
Amazon, Advertising Science Team, March 2024
European Quantitative Marketing Workshop, February 2024
Marketing Science Institute (MSI) Young Scholars Conference, January 2024
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

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Synthetic Control Methods Master Class, Invited Speaker

Marketing Strategy Consortium, University of Cologne, May 2024

A Simple Forward Difference-in-Differences 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

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

UT Dallas Bass FORMS Conference, Dallas, TX, February 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

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 Speaker

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Inaugural NBER Synthetic Control Methods Conference, MIT, May 2019
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

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, 2024), 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, 2024)
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)

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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) 4.7, 4.9 (2024)

Intermediate Business Analysis
Sam Houston State University, August 2015 – May 2016
Economics Department, College of Business Administration
Instructor Rating (out of 5): 4.5

Teaching Assistant:

Pricing Policy, Executive MBA, University of Pennsylvania (2017 – 2013)
Marketing Research, Undergraduate, University of Pennsylvania (2013)
Models for Marketing Strategy, Undergraduate, University of Pennsylvania (2013)
Intermediate Microeconomics, Undergraduate, Rice University (2009 – 2011)

PROFESSIONAL SERVICE

Editorial Review Board:

Marketing Science, January 2024 – present

Ac-Hoc Reviewer:

Marketing Science
Journal of Marketing Research
Management Science
Journal of Marketing
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

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Statistical Science
Oxford Bulletin of Economics and Statistics

UNIVERSITY SERVICE

Advising: PhD Dissertation Advisor and Committees

Jessica Xiaohan Wu	Co-Advisor (expected)	Expected Graduation May 2028
Sachin Sridhar	Committee Member	Expected Graduation May 2025
Tushmit Hasan	Committee Member	Graduated May 2023

First Placement: Indiana University

Advising: Undergraduate Plan II Honors Thesis Co-Advisor

Rahul Das	2021
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Awarded Model Thesis (one of the top 15 Plan II theses out of 180)

Helena Sampayo	2021
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Advising: 1st and 3rd Year PhD Student Paper and Comprehensive Exam Committees

Runyang Shu	1 st and 3 rd year papers	2022, 2024
Harrison Zhang	3 rd year paper	2024
Sachin Sridhar	1 st and 3 rd year papers	2021, 2023
Sachin Sridhar	Comprehensive Exam	2022
Tushmit Hasan	1 st year paper	2018

University Initiatives

Texas Well Being Initiative, University of Texas at Austin (2021 – present)
Pan Asian American Graduate Student Association, President, UPenn (2013 – 2014)

School Committees and Service

Exemplar Instructor, McCombs New Faculty Observation Program (2023 – present)
Faculty Volunteer, McCombs Futures Academy (2023)
McCombs Diversity and Inclusion Committee (2020 - 2023)
Panel Moderator, Texas Analytics Summit, Experimentation in Marketing (2018)

Department Committees

Executive Committee (2020 – 2021, 2022 – 2023)
Seminar Organizer (Fall 2019, Spring 2024)
Doctoral Advisory Committee (2018 – 2020)
Graduate Studies Committee (2018 – present)
Faculty Recruiting Committee for Senior Analytics Position (2020 – 2021)
Faculty Recruiting Committee (2018 – 2019)
Faculty Recruiting Committee for Senior Analytics Position (2018 – 2019)

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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