

Tianqi Xue

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Chinese University of Hong Kong
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Education

PhD in Marketing, 2022 —
Chinese University of Hong Kong

MSc in Economics for Research Preparation Concentration, 2022
Hong Kong University of Science and Technology

BEcon in Finance, 2013
Nanjing Audit University

Research Interest

Quantitative Empirical Marketing

Methodology

Applied Econometrics, Bayesian Statistics, Machine Learning, Structural Modeling

Working Papers

1. “Deceptive Pricing and Price Credibility: The Effect of Disclosing Online Prices”
with Wei Fan and Greg Allenby
2. “Do Platform-Engineered Followers Motivate Creators?”
with Chenxi Liao, Jingbo Wang, and Ying Xie
3. “The Monetization of Hedonic and Utilitarian Features in Durable Goods”
with Yiwei Li, Jacky W. Tang, and Wei Fan

Selected Work in Progress

1. “Salesforce Multitasking under Price Delegation”

Conferences and Seminars

- 2026 ISMS Marketing Science Conference (Carcavelos, Portugal)
 Ohio State University (presented by coauthor)
- 2025 ISMS Marketing Science Conference (Washington, DC)
 Hong Kong Quant Marketing Brown Bag Series
- 2024 ISMS Marketing Science Conference (Sydney)

Employment

Department of Corporate Banking, China CITIC Bank, 2013 – 2016

Honors, Awards, and Certificates

ISMS Doctoral Consortium Fellow, 2026

MSc (Econ) Scholarship for Research Preparation Concentration, HKUST, 2021

Associate Financial Planner Certificate Holder (AFP), Financial Planning Standards Board