

## 钱怡 YI QIAN

[www.nber.org/~yiqian](http://www.nber.org/~yiqian)[http://www.kellogg.northwestern.edu/faculty/directory/qian\\_yi.aspx#biography](http://www.kellogg.northwestern.edu/faculty/directory/qian_yi.aspx#biography)

Department of Marketing, Kellogg School of  
Management, Northwestern University  
2001 Sheridan Road, Evanston, IL 60208

Office Phone : 847-491-7113

Office Fax: 847-491-2498

[yiqian@northwestern.edu](mailto: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:**

2011 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.
2008	Kellogg School of Management Personnel Committee Observer
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. “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.
5. “A Semiparametric Approach for Analyzing Nonignorable Missing Data,” with Hui Xie and Leming Qu, *Statistica Sinica*, 2010, 21: 1881-1899.
6. “Multiple Imputation for Missing Values Through Semiparametric Models,” with Huayun Chen and Hui Xie, *Biometrics*, 2011, 67:799-809.
7. “No Customer Left Behind – A Distribution-Free Bayesian Approach to Accounting for Missing Xs in Marketing Models,” with Hui Xie, *Marketing Science*, August.2011.
8. “Measuring the Impact of Nonignorability in Panel Data with Non-monotone Nonresponse,” with Hui Xie, *Journal of Applied Econometrics*, 2012, 27: 129-159.
9. “Factors Influencing consumer behavior toward Store Brand: A meta-analysis,” with Xiaojun Fan and Pei Huang, forthcoming at *International Journal of Marketing Research*
10. “Does Ethnicity Pay?” joint with Yasheng Huang and Li Jin, Best Paper Award by the Association of Finance and China, 2008. *Review of Economics and Statistics*, Forthcoming

#### **Policy White-paper:**

11. “The Economic Effects of Counterfeiting and Piracy,” with Carsten Fink and Keith Maskus, Advisory

Committee on Enforcement WIPO 9/3/2010, **World Intellectual Property Organization**

**Book Chapters:**

12. "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.
13. "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:**

14. "Brand Management and Strategies Against Counterfeits," Resubmitted, NBER WP 17849
15. "Which Brand Purchasers Are Lost to Counterfeiters?" with Hui Xie, Resubmitted
16. "Counterfeiters: Foes or Friends," R&R, NBER WP 16785
17. "More Effective Database Construction," with Hui Xie, R&R
18. "Untangling Searchable and Experiential Quality Responses to Counterfeiting," with Qiang Gong and Yuxin Chen, under review

**Selected Working Papers**

19. "TRIPs and Pharmaceutical Availability" with Hui Xie, Tae Jung Yoon, and Margaret Kyle
20. "Spillover Effects of a Line Extension," with Eric Anderson and Duncan Simester. (In-prep for submission)
21. "Income Inequality and Counterfeiting," with Derek Rucker
22. "Private Label Pricing: Estimating Demand with Data and Structure," with Eric Anderson and Manuel Hermosilla.
23. "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)
24. "The Value of Role Models," with Basit Zafar and Hui Xie (on final draft before submission)

**Selected Work-in-Progress:**

- "Spatial Price Discrimination," with Eric Anderson and Duncan Simester
- "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 Insight  
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, *etc.*  
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.