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Academic Background

Ph.D. University of Texas - Austin, Advertising, 2018.
M.A. University of Texas at Austin, Advertising, 2014.
B.S. Beijing Foreign Studies University, Finance, 2007.

Professional Memberships

American Marketing Association, 2017-2019
American Academy of Advertising, 2015-2018
Academy of Marketing Science, 2014-2018

WORK EXPERIENCE

Work Experience

Academic

Assistant Professor, Widener University (August, 2018 - Present), Chester, Pennsylvania.
Instructor, University of Texas at Austin (2017), Austin, Texas.

Non-Academic

Client Director, iPinYou (2016), Seattle, Washington.
Search engine marketing (SEM) manager, Mindshare (2010 - 2012), Beijing, China.

TEACHING

Courses Taught

Courses from the Teaching Schedule: MARKETING, Marketing, STAT II

Teaching Activities

Course Engagement - professional speakers in class

2018 - *Guest speaker in MKT300.*

Couse Engagement - experiential learning

2018 - *Course Hero Best Lessons series.*

INTELLECTUAL CONTRIBUTIONS

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1			1
Articles-in-Progress (All)	4			4
Publications in Refereed Conference Proceedings	3			3
Presentations of Refereed Papers	4			4

Refereed Articles

Basic or Discovery Scholarship

Mitchell, N. A., Close Scheinbaum, A., Li, D., & Wang, W. (2017). Purse Parties: A Phenomenology of In-Home Counterfeit Luxury Events. *Review of Marketing Research*.

Refereed Proceedings

Basic or Discovery Scholarship

Li, D. (in press, 2018). The Effect of Psychological Ownership on Consumer Happiness. *American Marketing Association Winter Academic Conference*.

Li, D. (in press, 2018). Psychological Ownership in Advertising. *Association of Marketing Theory and Practice (AMTP) Conference*.

Li, D., & Eastin, M. (in press, 2017). Good talking to you: Consumer engagement through live customer service. *Academy of Marketing Science Annual Conference*.

Li, D., & Atkinson, L. (2016). Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy. *American Academy of Advertising Annual Conference*.

Mitchell, N., Close, A., & Li, D. (2016). Purse Parties: The Social Implications of Fake Luxury Parties. *Academy of Marketing Science Annual Conference*.

Li, D. (2016). From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising. *Academy of Marketing Science Annual Conference*.

Presentations of Refereed Papers

International

Li, D. (2019). *The Effect of Psychological Ownership on Consumer Happiness*. American Marketing Association Winter Academic Conference, Austin, Texas.

Li, D. & Eastin, M. (2018). *Good talking to you: Consumer engagement through live customer service*. Academy of Marketing Science Annual Conference, New Orleans, Louisiana.

Li, D. & Atkinson, L. (2016). *Happy to Help: Emotional Facial Expressions in Advertising and Consumer Philanthropy*. American Academy of Advertising Annual Conference, Seattle, Washington.

Li, D. (2015). *From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising*. Academy of Marketing Science Annual Conference, Denver, Colorado.

Grants

Research

2019: Li, D. Faculty Development Options Grant, Principal Investigator, Widener University.

2019: Li, D. Provost's Grant, Principal Investigator, Widener University.

Travel

2019: Li, D. Travel support, Principal Investigator, Widener SBA.

Working Papers

Li, D. & Atkinson, L. (2019). "Beyond fear: Examining the influence of discrete emotions on pro-environmental advertising," targeted for Journal Of Marketing Communications.

Li, D. & Eastin, M. (2019). "Live chat and consumer engagement in online shopping," targeted for Journal Of Interactive Marketing.

Li, D. (2019). "From TV Commercial to Online Search: Effectiveness of Super Bowl Advertising," targeted for Journal Of Business Research.

Li, D. & Atkinson, L. (2019). "Happy to help: The role of helping mode in the effect of emotions on philanthropic marketing," targeted for Journal Of Marketing Management.

SERVICE

Service to the Institution

College Assignments

Mentoring Activities:

2018-2019: Participated in executives in residence networking event

2018-2019: Presented in Personal Branding & Financial Literacy Workshop

Student Club Activity:

2018-2019: Pi Sigma Epsilon Networking

Member:

2018-2019: QA252 Curriculum Committee

University Assignments

Mentoring Activities:

2018-2019: Participated in FBLA (Future Business Leaders of America) Workshop

Other Institutional Service Activities:

2018-2019: PSC Bonner recruitment event

2018-2019: Participated in Widener Homecoming

Service to the Profession

Other Professional Service Activities

2019: SAGE Publishing (National). Invited by SAGE Publishing to feature in Research Methods Video streaming collection on Marketing Research; the video collection will be published in 2020.

Reviewer: Conference Paper

2018: Association of Marketing Theory and Practice Conference (International).

2018: American Marketing Association Winter Academic Conference (International). I was invited to be a reviewer for the 2019 AMA Winter Academic Conference. I reviewed three submissions for the track of Consumer Well-being.

Professional Development

Other Professional Development

2019: American Marketing Association Winter Academic Conference, Austin, Texas.