

LINLIN CHAI
Assistant Professor of Marketing
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Department of Management and Marketing
College of Business
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EMPLOYMENT

Assistant Professor of Marketing
College of Business, North Dakota State University

Aug 2016 – Present

EDUCATION

Ph.D. Iowa State University

M.A. Michigan State University

M.A. New York University

B.A. Dongbei University of Finance and Economics

RESEARCH INTERESTS

My research interests lie at examining a range of issues about the dynamic cooperative relationships at both the inter-firm and intra-firm levels.

PUBLICATIONS

1. **Linlin Chai**, Jin Li, Thomas Clauss, and Chanchai Tangpong (2019), “The Influences of Interdependence, Opportunism, and Technology Uncertainty on Interfirm Competition” Forthcoming, *Journal of Business and Industrial Marketing*.
2. Somnath Banerjee, and **Linlin Chai** (2019), “Effect of Individualism on Online User Ratings: Theory and Evidence,” *Journal of Global Marketing*, 32 (5), pp. 377-398.

REFEREED CONFERENCE PRESENTATIONS AND PROCEEDINGS (* PRESENTED BY LINLIN CHAI)

1. Jin Li, **Linlin Chai**, Onnolee Nordstrom, Chanchai Tangpong, and Kuo-Ting Hung (2019). “Development of a Loss Aversion Scale,” Decision Science Institute Conference, New Orleans.
2. **Linlin Chai**, Jin Li, Thomas Clauss, and Chanchai Tangpong (2019), “A Double-Edged Sword Role of Competition on Process Innovation Efficiency,” *Academy of Management*, Boston (*)

3. **Linlin Chai**, Jin Li, Thomas Clauß, and Chanchai Tangpong (2018), “Drivers of Coopetition: Interdependence, Opportunism and Technology Uncertainty,” *Decision Science Institute Conference*, Chicago (*).
4. Somnath Banerjee, and **Linlin Chai** (2018), “Effect of Individualism on e-word of Mouth (E-WOM): Theory and Evidence. *Decision Science Institute Conference*, Chicago (*).
5. **Linlin Chai**, S. Arunachalam, and Sridhar N. Ramaswami (2017), “Impact of supply chain and new product process decisions on CRM capability and firm performance,” *Proceedings of the American Marketing Association Summer Educator’s Conference* (*).
6. Sridhar N. Ramaswami, S.Arunachalam, and **Linlin Chai** (2016), “Innovation-oriented Strategic flexibility and firm growth: does CEO’s social ties with marketing and R&D matter?” *Proceedings of the American Marketing Association Summer Educator’s Conference*.
7. **Linlin Chai**, Arunachalam Swaminathan, and Sridhar Ramaswami (2013), “Market orientation and firm performance: the role of intellectual and relational market-based assets.” *Proceedings of the American Marketing Association Winter Educator’s Conference* (*).
8. **Linlin Chai**, Arunachalam Swaminathan, and Sridhar Ramaswami (2013), “Synergic impact of CRM and other core business processes on firm efficiency and effectiveness.” *Proceedings of the 22ND ANNUAL ROBERT Mittelstaedt Doctoral Symposium* (*).
9. Roger J. Calantone, C. Anthony Di Benedetto, Gaia Rubera, and **Linlin Chai** (2010), “Effective downstream coupling of innovations: high performance antecedents and implications for management.” *Proceedings of the American Marketing Association Summer Educator’s Conference* (*).

COURSE TAUGHT

Instructor

MRKT320 Foundations of marketing

MBA722 Marketing Analytics and Customer Intelligence

Teaching Assistant

Business research, data analytics (EMBA), social and digital media marketing

PROFESSIONAL SERVICES

Doctoral Dissertation and Master’s Supervisory Committee Services

Serving on the doctoral dissertation committee of Mingwei Guo at North Dakota State University, Dissertation Title: “Application of Hybrid Crowdsourcing Model in Last Mile Delivery” (2016 – 2019).

Peer-review Services

Reviewer for *Journal of International Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Production Planning & Control*, *American Marketing Association Annual Meetings*.

UNIVERSITY/COMMUNITY SERVICES

University Services (North Dakota State University, Fargo, ND)

Curriculum Committee (member), Department of Management & Marketing

Ad-hoc Annual Review Committee (member), Department of Management & Marketing

Faculty Search Committee (member), Department of Accounting, Finance & Information System

MSBA Committee (member, business analytic center), College of Business

Associate Dean Search Committee (member), College of Business

INDUSTRY EXPERIENCE

- Marketing Analyst; Drake Direct Marketing Data Scientists, New York, NY 2006-2007
- Assistant Consultant; YERU Business Consulting Inc., Shanghai, P.R. China 2003-2005