

December 2014

## QIAOWEI SHEN

Marketing Department  
The Wharton School  
University of Pennsylvania  
700 JMH, 3730 Walnut Street  
Philadelphia, PA, 19104

Phone: (215) 898-8248  
Fax: (215) 898-2534  
qshen@wharton.upenn.edu  
<http://www.wharton.upenn.edu/faculty/shen.html>

---

### EMPLOYMENT

2008-present    Assistant Professor of Marketing  
The Wharton School, University of Pennsylvania

### EDUCATION

2008            Ph.D. in Business Administration (Marketing)  
University of California, Berkeley  
2003            M.A. in Economics, Highest Distinction  
Peking University, China  
2001            B. A. in Economics, Highest Distinction  
Peking University, China

### RESEARCH INTERESTS

Empirical Modeling of Firm Decision Making; Market Entry and Exit  
Firm and Consumer Behavior in Emerging Markets  
Competitive Marketing Strategies  
Social Influence and Interactions

### PUBLICATIONS

- “A Dynamic Model of Entry and Exit in a Growing Industry”  
*Marketing Science*, Vol.33 (5), 2014, pp. 712-724.
- “McDonald’s and KFC in China: Competitors or Companions?”  
(with Ping Xiao)  
*Marketing Science*, Vol.33 (2), 2014, pp.287-307.
- “Strategic Entry Before Demand Takes Off”  
(with Miguel Villas-Boas)  
*Management Science*, Vol. 56 (8), 2010, pp. 1259-1271.

## WORKING PAPER

- “Strategic Category Development in Two-Sided Platforms”  
(with Hui Li and Yakov Bart)  
Under review, *Marketing Science*
- “Behavioral Advertising”  
(with Miguel Villas-Boas)  
Under revision, *Marketing Science*
- “Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets”  
(with Hongju Liu)  
Under review, *Marketing Science*
- “Firm Diffusion under Stochastically Growing Demand”  
Under review, *Management Science*
- “The Side Effect of Rebates: A Field Experiment on Energy Saving”  
(with Pengfei Liu and Jian Ni)  
Under review, *Management Science*
- “Are there Spillovers from the Rival? Evidence from Entry and Expansion of KFC and McDonald’s in Chinese Cities”  
(with Aamir Rafique Hashmi and Ping Xiao)  
To be submitted

## TEACHING

Marketing Research MKTG 212 (Undergraduate) / MKTG 756 (MBA)  
Spring 2009, Spring 2010, Spring 2011, Fall 2011, Spring 2014, Spring 2015  
The Wharton School, University of Pennsylvania

Section Instructor for Marketing (Undergraduate Core Course), Spring 2007  
Haas School of Business, University of California, Berkeley

## CONFERENCE PRESENTATIONS

Frank M. Bass UTD- FORMS Conference, University of Texas, Dallas, TX, February, 2014  
“Strategic Category Development in Two-Sided Platforms”

Marketing Science Emerging Markets Conference, Philadelphia, September, 2012  
“McDonald’s and KFC in China: Competitors or Companions?”

China India Insights Conference, Yale University, August 2012  
“McDonald’s and KFC in China: Competitors or Companions?”

CKGSB Marketing Research Forum, Beijing, China, June 2012  
“Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets”

INFORMS International Meeting, Beijing, China, June 2012  
“Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets”

INFORMS Marketing Science Conference, Special Session, Boston, June 2012  
“Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets”  
(presented by Hongju Liu)

Columbia-NYU-Wharton-Yale 4-School conference, New York University, May 2012  
“Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets”

Frank M. Bass UTD- FORMS Conference, University of Texas, Dallas, TX, February, 2012  
“McDonald’s and KFC in China: Competitors or Companions?”

2<sup>nd</sup> Annual Strategy Conference, Columbia University, NY, December, 2011  
Discussant

INFORMS Marketing Science Conference, Rice University, Houston, 2011  
“McDonald’s and KFC in China: Competitors or Companions?”

Summer Institute in Competitive Strategy, University of California, Berkeley, CA, 2010  
Discussant

INFORMS Marketing Science Conference, University of Cologne, Germany, 2010  
“Firm Learning and Industry Shakeout”

INFORMS Marketing Science Conference, Emory University, 2005  
“Price Discrimination Strategies of Opera Ticket Pricing”

## **INVITED SEMINAR PRESENTATIONS**

University of Texas at Dallas, Naveen Jindal School of Management, April 2015  
Emory University, Goizueta Business School, March 2015  
Shanghai Advanced Institute of Finance, December 2014  
Tsinghua University, School of Economics and Management, November 2014  
Peking University, Guanghua School of Management, November 2014  
Hong Kong University of Science & Technology, Business School, November 2014  
University of Michigan, Ross School of Business, November 2014  
University of Houston, Bauer College of Business, October 2014  
MIT, Sloan School of Management, Doctoral workshop, December 2013  
Cheung Kong Graduate School of Business, July 2013  
City University of Hong Kong, College of Business, June 2013

Hong Kong University of Science & Technology, Business School, June 2013  
 Tsinghua University, School of Economics and Management, June 2013  
 University of British Columbia, Sauder School of Business, Canada, April, 2013  
 Singapore Management University, Singapore, July, 2012  
 Shanghai Jiao Tong University, Antai College of Economics and Management, June, 2012  
 University of California, Berkeley, Haas School of Business, February, 2012  
 University of Pennsylvania, The Wharton School, November 2007  
 University of Toronto, Rotman School of Management, November 2007  
 Peking University, Guanghua School of Management, November 2007  
 University of Chicago, Graduate School of Business, October 2007  
 University of Texas at Dallas, School of Management, October 2007  
 Duke University, Fuqua School of Business, October 2007  
 Hong Kong University of Science & Technology, Business School, October 2007  
 Yale University, School of Management, October 2007  
 New York University, Stern School of Business, October 2007  
 University of California at San Diego, Rady School of Management, September 2007

## **RESEARCH GRANTS**

2013	Alex Panos Marketing Department Research Fund
2012	Wharton Global Initiatives Research Program
2011	Wharton-INSEAD Center for Global Research and Education
2011	Dean's Research Fund, The Wharton School
2011	Wharton Global Initiatives Research Program
2010	Dean's Research Fund, The Wharton School
2009	Wharton Global Initiatives Research Program

## **HONORS AND AWARDS**

2007	AMA-Sheth Doctoral Consortium Fellow, Arizona State University
2007	Crawford Dissertation Fellowship, University of California, Berkeley
2006	INFORMS Doctoral Consortium Fellow, University of Pittsburgh
2004-2006	Crawford Doctoral Research Fellowship, University of California, Berkeley

## **PROFESSIONAL SERVICE**

Referee service: *California Management Review, Journal of Marketing Research, Management Science, Marketing Science, Marketing Letters, Rand Journal of Economics*