

Zhiling (Julien) Bei

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EDUCATION

University of North Carolina at Chapel Hill , Chapel Hill, NC	
Ph.D. in Marketing	2019
M.S. in Management	2018
Michigan State University , East Lansing, MI	
M.S. in Marketing Research	2013
Nanjing University , Nanjing, China	
B.S. in Chemistry	2011

ACADEMIC EMPLOYMENT

University of Missouri , Columbia, MO	
Assistant Professor in Marketing	2019-Present

RESEARCH INTERESTS

Substantive: Online Marketplaces, Retail Management, Channel Competition, Digital Marketing
Methodological: Applied Econometrics, Machine Learning, Deep Learning

PUBLICATION

Bei, Zhiling, Katrijn Gielens, and Marnik G. Dekimpe (2018), "Retail Entry and Exit," *Handbook of Research on Retailing*, Katrijn Gielens and Els Gijbrecchts (Eds.), Northampton, MA: Edward Elgar Publishing.

HONORS AND AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2018
EMAC Doctoral Colloquium Fellow	2018
UNC Graduate Student Transportation Award	2018
Marketing Strategy Consortium Fellow	2018
INFORMS Marketing Science Doctoral Consortium Fellow	2017
First Prize of MSU International Student Essay Contest (top 1 of the university)	2013
Gutian Chemical Corporation Scholarship (top 3 of the university)	2011
National Innovation Program Research Grant, Ministry of Education of China	2009
NJU First-Class People's Merit Scholarship (top 20% of the university)	2008-2011

PROFESSIONAL EXPERIENCES

Wal-Mart Stores, Inc. , Bentonville, AR	
Data Analyst	2014
The Hershey Company , Bentonville, AR	
Data Analyst Intern	2013-2014
Frost & Sullivan , Farmington Hills, MI	

Market Analyst Intern

2013

PROFESSIONAL SERVICES

Ad-Hoc Reviewer

Academy of Management Annual Meeting, Chicago, IL

2018, 2019

COMPUTING SKILLS

Programming Languages: Python, SQL

Softwares: TensorFlow, SAS, MATLAB, R, Stata

Certificates:

SAS Certified Base Programmer for SAS 9

2013

SAS Certified Advanced Programmer for SAS 9

2013

SAS Certified Statistical Business Analysis for SAS 9

2013

SAS Certified Data Integration Developer for SAS 9

2013

SAS Certified Clinical Trials Programmer for SAS 9

2013