LIN B. BOLDT

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EDUCATION

2007-2013	Ph.D., University of Wisconsin-Madison, Marketing Minors: Statistics and Economics
2004-2006	M.B.A., University of Wisconsin-Madison, Marketing Research
1997-2001	B.A., China Foreign Affairs University, English & International Economics

ACADEMIC POSITIONS

2018-now	Assistant Professor of Marketing, University of Central Florida
2013-2018	Assistant Professor of Marketing, Clark University (2014 on parental leave)

RESEARCH INTERESTS

Digital Marketing, Mobile Marketing, Field Experiment, Joint Decision Making, Context Effects in Choice Decision Making, Retailer Pricing and Promotion, Hierarchical Bayes Choice Models, Big Data Analytics

PUBLICATIONS

Boldt, Lin and Neeraj Arora (2017), "Dyadic Compromise Effect," *Marketing Science*, 36(3), 436-452.

Kopalle, Praveen K., P.K. Kannan, Lin Bao Boldt and Neeraj Arora (2012) *(equal authorship)*, "The Impact of Household Level Heterogeneity in Reference Price Effects on Optimal Retailer Pricing Policies," *Journal of Retailing*, 88(1), 102-114. **[Winner of the 2014 Davidson Award]**

WORKING PAPERS

Boldt, Lin, Xueming Luo and Xiaoyi Wang, "Free Sample Promotion and New Product Discovery on Digital Retail Platforms: Field Experiment and Machine Learning."

Boldt, Lin and Neeraj Arora, "Display Advertising Strategies for Multi-Brand Firms: Spillover Effects and Budget Allocation Implications."

Coulter, Keith S., Lin Boldt and Robin A. Coulter, "Intimidation, Distraction, and Goal Achievement in the Consumption of Exercise."

SELECTED RESEARCH IN PROGRESS

Kim, Youngju, Lin Boldt and Neeraj Arora, "The Impact of Calorie Posting on Consumption and Policy Interventions," data collection and analysis stage.

Boldt, Lin, Xueming Luo and Bo Xu, "Cause Marketing on Digital Retail Platforms," data analysis stage.

INVITED PRESENTATIONS AND CONFERENCE PRESENTATIONS

Boldt, Lin, Xueming Luo and Xiaoyi Wang, "Free Sample Promotion and New Product Discovery on Digital Retail Platforms: Field Experiment and Machine Learning"

- INFORMS Marketing Science Conference, Temple University, Philadelphia, PA, June 2018
- Temple University, May 2018

Boldt, Lin and Neeraj Arora, "Spillover Effect of Online Display Advertising: Brand Portfolio and Attribution Implications"

- INFORMS Marketing Science Conference, Temple University, Philadelphia, PA, June 2018
- INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017
- Fudan University, May 2017

Boldt, Lin and Jing Zhang, "Is Organic Enough? Information Traceability as Policy Instrument to Empower Consumer Choices," INFORMS Marketing Science Conference, Fudan University, Shanghai, China, June 2016

Boldt, Lin Bao and Neeraj Arora, "Dyadic Compromise Effect"

- Clark University, October 2012
- Bocconi University, October 2012
- INFORMS Marketing Science Conference, Boston University, Boston, MA, June 2012
- Haring Symposium, Indiana University, Bloomington, Indiana, April 2012
- INFORMS Marketing Science Conference, Rice University, Houston, TX, June 2011

Bao, Lin, Qing Liu, Ty Henderson and Neeraj Arora, "Incorporating SKU Availability in Conjunctive Choice Models," INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, MI, June 2009.

Discussant

Stüttgen, Peter, Peter Boatwright, and Joseph B. Kadane (2010), "Identifying Stockouts and Shrinkage at the Micro-Level," *Haring Symposium*, Indiana University, Bloomington, Indiana, April 2011.

Dotson, Jeffrey P. and Greg Allenby (2008), "Investigating the Strategic Influence of Satisfaction on Firm Financial Performance," *Haring Symposium*, Indiana University, Bloomington, Indiana, April 2008.

TEACHING INTERESTS

Digital Marketing Analytics, Social Media Marketing, Marketing Research, Marketing Consulting Project, Marketing Analytics, Marketing Management

TEACHING EXPERIENCE

University of Central Florida

2018	Marketing Analysis (Undergraduate)	

Clark University

2016,18	Digital Marketing Analytics (MBA)	Instructor rating: 4.6/5
2015,16,18	Marketing Consulting Project (MBA)	Instructor rating: 4.8/5
2013-17	Marketing Research (Undergraduate)	Instructor rating: 4.5/5
2014-16	Marketing Research (MBA)	Instructor rating: 4.5/5
2013-15	Marketing Management (MBA)	Instructor rating: 4.4/5

University of Wisconsin-Madison

Summer 2010	Marketing Research (Undergraduate)	Instructor rating: 4.6/5
2007-08 & 10	Introduction to Marketing (Teaching Assistant, 3 semesters)	

GRANTS

Faculty Development Fund, Clark University, $2500, 2015-16

ACADEMIC AWARDS AND HONORS

Winner of the 2014 Davidson Award – Journal of Retailing, 2014
AMA-Sheth Doctoral Consortium Fellow, Oklahoma State University, 2011
INFORMS Society of Marketing Science Doctoral Consortium Fellow, 2009 and 2011
Haring Symposium Fellow, Indiana University, 2008, 2011 and 2012

Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics Fellow, Duke University, 2010
Doctoral Internationalization Consortium in Marketing Fellow, University of Texas- Austin, 2009
University of Wisconsin-Madison Marketing Department Scholarship, 2007-2012
University of Wisconsin-Madison A.C Nielsen Center Scholarship, 2004-2006

SERVICE

Associate Editor, Winter AMA Conference, 2019
GSOM Research Committee Chair, Clark University, 2016-2018
GSOM Research Seminar Co-Chair, Clark University, 2015-2018
Student mentoring, Clark University, 2014-2016
- Economics PhD students: Xiaocong Xu, Yu Liao and Xiaoyue Jiang

Taught mock classes for admitted students, Clark University, 2016

CONSULTING EXPERIENCE

Unilever, Reebok, Myron Corporation, Clark University Graduate School of Management

NON-ACADEMIC POSITIONS

2006-2007	Marketing Associate, **McKinsey & Company**, Shanghai, China
2005	Marketing Research Associate, **Bristol-Myers Squibb Company**, Princeton, NJ
2002-2004	Senior Researcher, **Synovate**, Beijing, China
2001-2002	Research Executive, **Ipsos**, Beijing, China