Li, Jiayi K. (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal


Presentations

Li, Jiayi Kate (Presenter & Author), INFORMS Annual Meeting 2011, "How Efficient is Email Marketing? - Evidence from an Online Ticket Marketplace," INFORMS, Charlotte, NC. (November 14, 2011).


Li, Jiayi Kate (Presenter & Author), 2010 INFORMS ANNUAL MEETING, "Sale and Trade-In of a Durable Product with Technology Innovations," INFORMS, Austin, TX. (November 9, 2010).