

# Ivan Li

yilun.li@utdallas.edu

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<http://ivan-li.com>

## Academic Positions

**University of Texas at Dallas, Jindal School of Management**

Assistant Professor of Marketing

2024 - Present

## Education

**Stanford University Graduate School of Business**

Ph.D., Marketing (Quantitative)

2019 – 2024

Committee: Wesley Hartmann (chair), Navdeep Sahni, Lanier Benkard, Yewon Kim

**University of Pennsylvania**

*The Wharton School*, B. Sc., Economics w/concentration in Statistics

2015 - 2019

*College of Arts and Sciences*, B.A., Mathematics and Economics

## Research Interests

Influencer Marketing, Empirical Industrial Organization

## Working Papers

**Does Personalized Pricing Increase Competition: Evidence from NIL in College Football** with Tim Derdenger, 2025. *Accepted at Management Science*.

**Signaling in Paid Product Placements: Theory and Evidence from Sponsorship Disclosure on Twitch**, 2025.

- 2023 ISMS Doctoral Dissertation Finalist

## Works in Progress

**Valuing Attention in Influencer Markets** with Matthew McGranaghan.

## Invited Presentations

2025: University College London, SICS Berkeley

2023: California Ph.D. Student Conference, Carnegie Mellon, University of Delaware, UT Dallas, Yale

2022: ISMS Marketing Science Conference, Twitch

## Teaching Experience

**Mkt 3300 (Principles of Marketing), UT Dallas**

2025

**Course Assistant, Mktg 240 (MBA Core Marketing), Stanford GSB**

2022

**Teaching Assistant, Math 240 (Linear Algebra and Differential Equations), UPenn**

Dr. Peter McGrath (Rating: 3.63/4, 45 responses) – Teaching award

2019

Dr. Davi Maximo Alexandrino Nogueira (Rating: 3.89/4, 77 responses) – Teaching award

2018

Dr. Ching-Li Chai (Rating: 3.95/4, 43 responses) – Highest TA rating ever for this course – Teaching award

2018

**Teaching Assistant, Math 114 (Multivariable Calculus), UPenn**

Dr. James Haglund (Rating: 3.9/4, 72 responses) – Highest TA rating ever for this course – Teaching award

2017

Dr. Márton Háblicsek (Rating: 3.78/4, 70 responses) – Teaching award

2017

Dr. Per Alexandersson (Rating: 3.56/4, 65 responses)

2016

## Work Experience

**Penn Wharton Budget Model**

*Research Assistant to Kent Smetters and Felix Reichling*

2016 – 2019

**Personal**

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Citizenship: Canada, United States  
Legal name: Yilun Li