

YI QIAN

http://www.sauder.ubc.ca/Faculty/People/Faculty_Members/Qian_Yi

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Employment and Appointments:**University of British Columbia****Vancouver, BC**

2015- *Associate Professor (with tenure)*, Sauder School of Business

Northwestern University**Evanston, IL**

2015 Jan.-Aug. *Visiting Associate Professor*, Kellogg School of Management

2006-2014 *Assistant Professor*, Kellogg School of Management
Affiliate, Center for the Study of Industrial Organization

2008-2014 *Faculty Research Fellow/Associate*, Searle Center of Law and Economics

2009-2014 *Faculty Associate*, Institute for Policy Research

2010-2014 *Faculty Member*, Commercialization Institute

2010-2014 *Faculty Affiliate*, Searle Center

National Bureau of Economic Research**Cambridge, MA**

2015-present *Research Associate*, NBER Program on Productivity, Innovation, and Entrepreneurship

2008-2015 *Faculty Research Fellow*, NBER Programs on Productivity

2001-2006 *Doctoral Researcher*

Harvard University**Cambridge, MA**

2003-2006 *Teaching Fellow*. Taught Advanced Econometrics, International Trade and Finance courses
Economics Tutor. Advised undergraduates at the Harvard Leverett House

2000-2006 *Research Associate*, Harvard GSAS and Harvard Business School

1998-2000 *Research Assistant*, Harvard Business School and Harvard Law School

Institute for International Economics**Washington, DC**

2000 *Research Associate* on International Trade and Labor Mobility, Industrial Organization

Education:**Harvard University, Graduate School of Arts and Sciences****Cambridge, MA**

Ph.D. in Economics. *Thesis Title*: “Essays on the Economics of Intellectual Property Rights, Innovation, and Antitrust”. Defended on April 12, 2006. *Diploma Date*: June 8, 2006.

Harvard University, Graduate School of Arts and Sciences**Cambridge, MA**

A.M. in Statistics, June 2001.

Harvard University, College of Arts and Sciences**Cambridge, MA**

A.B. *Magna Cum Laude* in Economics, June 2001. *Phi Beta Kappa* (Fall, 2000). Advanced Standing.
GPA: 3.9/4.0. GPA in Economics Major: 3.9/4.0.

Honors and Awards:

2018-present Canadian SSHRC Insights Grant

2018-2019 CIDE Grant, SSHRC

2016 Research Excellence Award, UBC.

2014-2015 Thomas Edison Innovation Fellowship, Center for the Protection of Intellectual Property

2013 Faculty Impact Award (MBA Teaching Award), Kellogg School of Management

2012-2013 Thomas Edison Innovation Fellowship, Center for the Protection of Intellectual Property

- 2009 The Best Paper Award at the Journal of Marketing Science Conference (for the paper “Made in China or Made by China”)
- 2009 Emerald Management Reviews Citation of Excellence
(The QJE article has been selected as one of the 50 best articles published in 2008 in management across top 400 business and management journals world-wide.)
- 2008 Best Paper Award at the Conference on China and Finance
- 2008 Kauffman Research Grant, Searle Center.
- 2008 and on Nominee for the “*Lawrence G. Lavengood Professor of the Year*” Award.
- 2008-2009 Kellogg School of Management Personnel Committee Observer
- 2007-2008 Kraft Research Professorship (Academic Chair)
- 2006-2007 Donald Jacobs Scholar, Kellogg School of Management
- 2001-2006 Doctoral Fellowship, Harvard University
- 2005 Industrial Organization Research Grants, Harvard University
- 2004 Center for International Development Doctoral Grants, Harvard University
- 2004 Conference Traveling Awards, Harvard University Economics Department
- 2003 Department Summer Grants, Harvard University
- 2002 Department Summer Grants, Harvard University
- 2001 Hoopes Prize Nominee for Economics honors thesis with *Summa* readings
- 1997-2001 John Harvard Scholarship and Elizabeth Cary Agassiz Scholarship
- 1995-1997 UWC Scholarship, Lester B. Pearson College of the Pacific, Canada

Research Grants:

- 2019-present BC Support Unit-Method Cluster, \$100,000. Co-PI: Hui Xie (SFU)
- 2018-present SSHRC Insights Grant, Intellectual Property Rights, \$96,900, Canadian SSHRC
- 2017 CIDE Grant on Innovations, \$20,000, VSE.
- 2013 National Natural Science Foundation of China (国家自然科学基金委) NSFC (71372187), Brand Management and Network retailing Strategies, 570,000 Yuan.
Co-PI: Xiaojun Fan (Nanjing School of Finance)
- 2012 National Natural Science Foundation of China (国家自然科学基金委), NSFC (70972142 and 71172217), Brand Protection and Channel Pricing Strategies, 380,000 Yuan.
Co-PI: Xiaojun Fan (Nanjing School of Finance)

Publications: (* Denotes equal authorship)

Peer-reviewed Articles:

1. “Do National Patent Laws Stimulate Domestic Innovation in a Global Patenting Environment?--a Cross-Country Analysis of Pharmaceutical Patent Protection, 1978-2002”
Review of Economics and Statistics, August 2007, 89(3): 436-453. MIT Press.
2. “Impacts of Entry by Counterfeiters,” *Quarterly Journal of Economics*, November 2008, Vol. 123, No. 4: 1577–1609. MIT Press.
Emerald Management Reviews Citation of Excellence for 50 best articles 2008.
3. “Copula Density Estimation by Total Variation Penalized Likelihood,” joint with Leming Qu and Hui Xie, *Communications in Statistics—Simulation and Computation*, 38: 1891–1908, 2009.
4. “Is Entrepreneurship Missing in Shanghai?” joint with Yasheng Huang *, in Joshua Lerner and Antoinette Schoar (Ed.), *International Differences in Entrepreneurship*, National Bureau of Economic Research, University of Chicago Press, 2010.

5. "A Semiparametric Approach for Analyzing Nonignorable Missing Data," with Hui Xie and Leming Qu, *Statistica Sinica*, 2010, 21: 1881-1899.
6. "Multiple Imputation for Missing Values Through Semiparametric Models," with Huayun Chen and Hui Xie, *Biometrics*, 2011, 67:799-809.
7. "No Customer Left Behind – A Distribution-Free Bayesian Approach to Accounting for Missing Xs in Marketing Models," with Hui Xie *, *Marketing Science*, August.2011.
8. "Measuring the Impact of Nonignorability in Panel Data with Non-monotone Nonresponse," with Hui Xie *, *Journal of Applied Econometrics*, 2012, 27: 129-159.
9. "Factors Influencing consumer behavior toward Store Brand: A meta-analysis," with Xiaojun Fan and Pei Huang, *International Journal of Marketing Research*, 2012, 54(3).
10. "Does Ethnicity Pay?" joint with Yasheng Huang and Li Jin *, Best Paper Award by the Association of Finance and China. *Review of Economics and Statistics*, July 2013, Vol. 95, No. 3, Pages 868-883
11. "Brand Management and Strategies Against Counterfeits," *Journal of Economics and Management Strategy*, Vol. 23:2, Summer 2014, p317-343, (working paper version: NBER WP 17849)
12. "Counterfeiters: Foes or Friends," Lead article at *Management Science*, Vol. 60, No. 10, Oct. 2015, p.2381-2400. NBER WP 16785. Featured in *NBER Digest*.
13. "Driving More Effective Data-based Innovations: Enhancing the Utility of Secure Databases" with Hui Xie *, *Management Science*, February 2015. Vol. 61(3):520-541.
DOI: [10.1287/mnsc.2014.2026](https://doi.org/10.1287/mnsc.2014.2026)
14. "Which Brand Purchasers Are Lost to Counterfeiters?" with Hui Xie *, *Marketing Science*, 33(3), p. 437–448. May-June, 2014.
15. "Untangling Searchable and Experiential Quality Responses to Counterfeiting," with Qiang Gong and Yuxin Chen, *Marketing Science*, 34(4), pp. 522–538. July-August 2015. Selected for ISMS Press Release, Jan. 2016.
16. "The Economic Effects of Counterfeiting and Piracy: A Review and Implications for Developing Countries," with Carsten Fink and Keith Maskus *, Lead article at *The World Bank Research Observer* Feb. 2016, 31(1): 1-28.
17. "Research Opportunities in Emerging Markets: an Inter-disciplinary Perspective from Marketing, Economics, and Psychology," with K. Sudhir & Joe Priester & Matt Shum & David Atkin & Andrew Foster & Ganesh Iyer & Ginger Jin & Daniel Keniston & Shinobu Kitayama & Mushfiq Mobarak & Ishani Tewari & Wendy Wood *, *Customer Needs and Solutions*, December 2015, Volume 2, [Issue 4](#), pp 264-276

18. “Signaling Virtuous Victimhood as Indicators of Dark Triad,” Ekin Ok, Yi Qian, Brendan Strejcek, Karl Aquino, the *Journal of Personality and Social Psychology*. 2020 July 2.
doi: 10.1037/pspp0000329.

19. “The Impacts of Counterfeiting on Corporate Investment,” Alex Cuntz and Yi Qian.
Forthcoming at the *Journal of Economic Development*.

20. “Factors Affecting the Effectiveness of Cause-Related Marketing: A Meta-Analysis,” Xiaojun Fan, Nianqi Deng, Yi Qian, Xuebing Dong. Forthcoming at the *Journal of Business Ethics*.

21. “Impact of Antimalarial Adherence on Mortality among Patients with Newly Diagnosed Systemic Lupus Erythematosus: A Population-based Cohort Study,” Hoque, M.R., Aviña-Zubieta, J.A., De Vera, M.A., Qian, Y., Esdaile, J.M. and Xie, H. Forthcoming at the *Arthritis Care & Research*.

22. “Simplifying Bias Correction for Selective Sampling: A Unified Distribution-Free Approach to Handling Endogenously Selected Samples,” Yi Qian and Hui Xie, Forthcoming at the *Marketing Science*.

Book Chapters:

23. “Are National Patent Laws the Blossoming Rain? – Evidence from Domestic Innovation, Technology Transfers, and International Trade Post Patent Implementations from 1978-2002,” in Netanel, Neil (Ed.), *The Development Agenda: Global Intellectual Property and Developing Countries*. 2009, **Oxford University Press**, London.

24. “Do Pharmaceutical Patents Encourage Global Innovation?--Rethinking the Role of Patents as an Incentive for Innovation and Economic Development,” in Loffler, Alicia and Barbara Pawlikowski (Ed.), *Commercializing Life Science Innovations: Rethinking the Business Model*, **Northwestern University**.

25. “The Economics of Counterfeiting Consumption,” in Barton Beebe, Madhavi Sunder, and Haochen Sun (Ed.), *The Luxury Economy and Intellectual Property: Critical Reflections*. Sept. 2015, **Oxford University Press**, London.

Earlier Works:

“The Interactions of Eco-labeling, Environment and International Trade,”
University Avenues Undergraduate Journal of Economics, 2000, Illinois State University.

“Tradition of Resilience: Economic Crisis and Recovery,”
Study Guides, Economic and Social Commission for Asia and the Pacific, Harvard University National Model United Nations, 1999, Harvard University.

Professional Activities:

Co-editor : *Journal of Economics and Management Strategy (JEMS)* (2016-2019)
Economics of Transition (2011-2014)

Presenter:

Dec., 2020 Invited discussant, NBER Productivity Virtual Conference, Boston, U.S.A.
Nov. 2020 Invited **Keynote Speaker**, Global Anti-counterfeiting Conference, U.S.A.
April, 2020 WCAI Conference presentation (Bluejeans), Wharton School, U.S.A.

Sept. 2019	Invited to present at Duke University, Economics Department, U.S.A.
Sept. 2019	Invited to present at Wake Forest University, Economics Department, U.S.A.
Aug. 2019	CACP Conference presentation, Whistler, B.C.
Aug. 2019	AOM Conference presentation, Boston, M.A.
May 2019	Invited to present at Tulane University
April 2018	Invited to present at McGill University's Fashion Retailing Conference. Canada
August 2017	Conference presentation at the Marketing Dynamics Conference, HKUST, China.
June 2017	Invited as a discussant at the SICs Conference, UC Berkeley, U.S.A.
June 2017	Invited paper presentation at Marketing Science Special Session on Pharma Marketing, Los Angeles, U.S.A.
May 2016	Invited Seminars at HKSTU, HKU, and HKCU, Hong Kong, China.
May 2016	Conference Presentation at UBC-UW Annual Conference, Seattle.
April 2016	Invited Presentation at the "Sauder After Dark" donors event, Vancouver.
Oct. 2015	Invited Seminar at Queens University Business School, Kingston, CA
May 2015	Invited Presentation at the Hoover Institute of Stanford University, CA.
Feb 2015	Invited Seminar at University of Houston, Marketing Department, Texas.
July 2014	Invited Presentation at the Yale China-India Conference, Lijiang, China.
June 2014	Invited Presentation at the Doctoral Consortium of INFORMS Marketing Science Conference, Atlanta
March 2014	Invited Seminar at Cornell University Dyson School of Applied Economics and Management, Ithaca
March 2014	Invited Seminar at University of Alberta Marketing Department, Edmonton, Canada
March 2014	Invited Seminar at UBC Marketing Department, Vancouver, Canada
March 2014	Invited Seminar at Peking University Applied Economics Department, Beijing China
March 2014	Invited Seminar at CKGSB Marketing Department, Beijing China
Feb 2014	Invited Seminar at Notre Dame University Marketing Department, IN
Feb 2014	Invited Seminar at Institute of Illinois Technology Business School, Chicago
Feb 2014	Invited Seminar at the Temple University Marketing Department
Jan 2014	Invited Seminar at the Georgia Tech Strategy and Entrepreneurship Group
Dec 2013	Invited Seminar at the Boston University Marketing Department
Nov 2013	Invited Seminar at the Carlson School of Management Marketing Unit, Minnesota
Oct 2013	Invited Seminar presentation at the HBS Strategy Unit
Oct 2013	Invited Seminar presentation at the UIUC Economics department
July 2013	IPR and Productivity, NBER Summer Institute, Boston
July 2013	Invited to present at the Doctoral Consortium of Marketing Science
June 2013	Invited to speak at the Doctoral Consortium of INFORMS Marketing Science Conference (could not make due to scheduling conflict)
June 2013	Marketing Research at Emerging Markets, Choice Symposium, the Netherlands
Jan 2013	The Knockoff Economy Roundtable, Notre Dame
Jan 2013	American Economic Association Conference presentation, San Diego
Dec 2012	Department of Economics seminar series, Maryland University
Nov 2012	Georgia Tech Strategic Management seminar series, GA
Oct 2012	USC Department of Marketing seminar series, LA
Oct 2012	IPR and Digitization Roundtable, IL
Oct 2012	MIT Sloan seminar series on China and Technology Management
Sept 2012	Marketing Science Emerging Market Conference, PA
Aug. 2012	Yale China India Conference, NH
June 2012	Special Session Chair and presenter at INFORMS International Conference, Beijing
June 2012	Special Session Chair and presenter at Marketing Science Conference, Boston
	Session "Brand and IP Management" includes 5 of my papers;
	Presenter of another paper in the Session "Emerging Markets"
Dec. 2011	Seminar presentation at the London School of Economics
Oct. 2011	Seminar presentation at the Federal Trade Commission

Sept. 2011 Invited to present at the Intellectual Property Rights Conference at BU
 Sept 2011 Invited to present at the Toulouse Network Conference
 July 2011 Invited to present at the Faculty Summer Camp of London Business School
 July 2011 Invited to present at the Yale China Customer Insight
 January 2011 Seminar presentation at the Washington University in St. Louis
 Seminar presentation at the Institute of Policy Research, Northwestern University
 December 2010 Invited to present at the World Intellectual Property Organization's Anti-counterfeiting Conference
 November 2010 Seminar presentation at the Yale Marketing Department
 October 2010 Invited presentation at the UIUC Economics Department
 April 2010 Invited conference presentation at the USPTO (U.S. Patent and Trademark Office)
 October 2009 Presentation at the Quantitative Marketing and Economics Conference
 September 2009 Presentation at the Kellogg Marketing Camp Conference
 June 2009 Chair and organizer of the Special Session on Counterfeits in the Marketing Science Conference, Session includes 5 of my papers, University of Michigan.
 May 2009 Invited presenter and moderator for Kellogg Intellectual Property Rights Conference
 March 2009 Seminar presentation at the University of Colorado at Boulder
 January 2009 Seminar presentation at Kellogg School of Management
 November 2008 Invited presentation at the Searle Center Intellectual Property Rights Conference
 July 2008 Discussant at the NBER Intellectual Property Rights Conference
 March 2008 Seminar presentation at the MIT Sloan School of Management
 March 2008 Seminar presentation at the Kellogg Strategy Department
 February 2008 Invited to present at the NBER (National Bureau of Economic Research) International Differences in Entrepreneurship Conference
 December 2007 Seminar presentation at the Kellogg Marketing Department
 November 2007 Invited presentation at the Northwestern Belfer Center
 September 2007 Invited seminar presentation at the UIUC
 April 2007 Invited presentation at the Northwestern BRICs Technology Symposia
 March 2007 Invited presentation at the UCLA IPR Symposia
 October 2006 Invited presentation at the NBER China Conference
 July 2006 Invited presentation at the NBER Summer Institute
 April 2006 Invited presentation, discussant, and Chair of the R&D Session at the International I.O. Conference (IIOC), Boston, M.A.
 January-Feb.2006 Invited presentations at Kellogg School of Management, MIT Sloan, Brown University, GeorgiaTech, RAND, SUNY, *etc.*
 November 2005 Poster Session at the Conference of American College of Rheumatology, C.A.
 July 2004 Invited to present at the Econometric Society Far Eastern Meeting, Seoul, Korea
 December 2003 Invited presentation at the China Economic Annual Conference, Shanghai, China
 July 2003 Invited presentation at the NBER Summer Institute, Cambridge, M.A.
 July 2003 Invited to present at the Econometric Society European Meeting (ESEM), Sweden

Referee

American Economic Review, Quarterly Journal of Economics, Journal of Political Economy, Journal of Econometrics, Econometrica, Journal of Industrial Economics, International Journal of Industrial Organization, Journal of Applied Econometrics, Review of Economics and Statistics, Management Science, Journal of Marketing Research, Marketing Science, Journal of Marketing, Economic Journal, Economic Letters, Journal of Law and Economics Operations Research, Journal of Comparative Economics; Research Policy; Journal of Economics and Management Strategy. NSF Grant Proposals, and the Research Grants Council (RGC) of Hong Kong

Expert

World Intellectual Property Organization, 2010
 U.S. Patent and Trademark Office, 2010
 Chinese State Intellectual Property Office, 2008-present

Chinese Quality and Technology Supervision Bureau, Suzhou Branch, 2006-present

Advisor/Committee Member Mian Dai (2008, faculty at Drexel University Strategy Group), Sandeep Conoor (2009), Junzhao Ma (2011, faculty at Monash University), Qingyi Huang (2011, faculty at Peking University), Chelsea Chen (Tsinghua University, 2011, faculty at Chinese Political Science and Law University), Yantao Wang (2012, faculty at Seattle University), Tae Jung Yoon (2015, faculty at University College London), Chayoun Kim, Manuel Hermosilla (Recipient of the **2013 Kauffman Dissertation Fellowship**), Joseph Derby (Texas Tech University, finalist in the **2012 ISBM Doctoral Dissertation Award Competition**), Dennis Zhang (Kellogg Operations Management Ph.D. 2016, faculty at Washington University in St. Louis), Miremad Soleymanian (UBC Sauder Marketing and Behavioral Sciences, Ph.D. 2019, faculty at Simon Fraser University).

Placement as committee chair/co-chair: Manuel Hermosilla, 2014, John Hopkins University Marketing Department.

Faculty Supervisor for Industry Interns: Sauder MBA Students Mike Butler, Sree RJ, and Yazid Salhi.

Member: American Economic Association, American Marketing Association, Forum for Economic Development (at Chinese Center for Economic Research)

Editor and Staff Manager (1998-2000) *Harvard International Review*

Editor and Business Manager (1997-1999) *Harvard China Review*

Media:

Nature Biotechnology: Interviewed by Paroma Basu on TRIPs (Trade-related Intellectual Property Rights Agreement) and its impacts on the Chinese and Indian pharmaceutical industries, January, 2005.

Kellogg Insight: Interviewed by Brad Wible on the Impacts of Intellectual Property Rights, June, 2008.

Kellogg Insight: Interviewed by Bev Caley on the Impacts of Counterfeiters, 2009.

The Globe and Mail: “Devil wears Prada” by Naomi Powell in, Feb 24, 2011

NBER Digest: Counterfeiters Foes or Friends, July 2011

Slate: by Ray Fisman, The Highest Form of Flattery, 2011.

Economist Intelligence Unit: Executive Briefing: Is Entrepreneurship Missing in Shanghai? 2012

Bizmology: China Lags in Entrepreneurs, 2012

Zena (Bosnia): Kopije bolje prodaju originale?! 2012

The Week: Are counterfeit Louis Vuitton bags good for... Louis Vuitton? 2012

The Economist: “Fakes and Status in China”, June 23rd 2012

Freakonomics, “Why knockoffs can help a strong brand?” September 5, 2012

Freakonomics, “Is a Factory Outlet Good for the Bottom Line?” July 22, 2013

Kellogg Insights Podcast, “Interview with Yi Qian on Doing Business in China,” January 2014.

The Atlantic, “Knockoff Appeal: Counterfeits Can Boost Sales of the Real Thing,” October 24, 2014.

Global News, “Getting to Know Your Neighbor,” April 8, 2015.

Words that Work, “Client Interview. Yi Qian,” *SecuringIndustry.com*, July 8th, 2015.
<http://mwmler.writersresidence.com/samples/client-interview-professor-yi-qiang>

Women’s Wear Daily, “The Benefits of Counterfeit Competition,” August 20, 2015.

La Tribune, “La contrefaçon, pas si nuisible aux marques de luxe?” August 22, 2015.
<http://www.latribune.fr/entreprises-finance/industrie/agroalimentaire-biens-de-consommation-luxe/la-contrefacon-pas-si-nuisible-aux-marques-de-luxe-499629.html>

National Post, “Research in Motion,” March 1, 2016. <http://www.pressreader.com/canada/national-post-latest-edition-financial-post-magazine/20160301/282106340720850>

Other interviews: 24 Hours, CBC Radio, Metro newspaper, etc.

Teaching and Research Fields:

Marketing Research, Econometrics, Intellectual Property Rights, Brand Management and Entrepreneurship, Emerging Markets

Teaching Experiences at Sauder School of Business:

Winter/Spring 2015 Applied Econometrics, Ph.D. level, Instructor.
 Varied quarters since 2015 Research Methods in Marketing, MM and MBA levels, Instructor.

Teaching Experiences at Kellogg School of Management:

Every Fall since 2008 Applied Econometrics, Ph.D. level, Instructor.
 Varied quarters since 2006 Research Methods in Marketing, MBA level, Instructor.
 Nominee for the “*Lawrence G. Lavengood Professor of the Year*” Award
 Unanimously voted (by MBAs) for the *Faculty Impact Award* 2013

Cases

“Joyoung Soymilk Maker: Segmentation, Targeting, and Positioning,” Kellogg Graduate School of Management Case #5-108-008.

“Joyoung Soymilk Maker: Segmentation, Targeting, and Positioning,” Kellogg Graduate School of Management Case Teaching Supplement #5-108-008.

Other Employments:

Winter 2004 Suzhou Automobile and Electronics Incorporation, Consultant.
 Summer 1998, 1997 Industrial and Commercial Bank of China, Research Analyst
 Summer 1998 *Suzhou Daily*, Journalist

Personal

United States Permanent Resident; Married; One son (Aosen Cheer, Born 2010).
 Fluent in Chinese (Mandarin, Shanghainese) and English. Proficient in LATEX, C++, Matlab, Mathematica, Stata, Splus, R, SPSS, and SAS. Play the *Pipa*, Chinese lute; Practice Chinese calligraphy, ethnic dancing, Chinese swordplay, and outdoor sports.