

Lingyu (Lynn) Lin

Faculty of Business
City University of Macau
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Updated: Aug 2026

ACADEMIC POSITIONS

Faculty of Business, City University of Macau, Macau

- Assistant Professor in Marketing 2026 - Present

EDUCATION

Nanyang Technological University, Singapore 2026

- Ph.D. in Marketing (Quant) (Overall GPA: 5.0/5.0)
- Dissertation Committee: Yupeng Chen, Xinlong Li, Sharon Ng, Siliang Tong

Robert H. Smith School of Business, University of Maryland, College Park, MD 2017

- M.S. in Marketing Analytics (Overall GPA: 3.7/4.0)

Shenzhen University, Shenzhen, China 2016

- B.A. in Marketing (Overall GPA: 3.9/4.0)

RESEARCH INTERESTS

Substantive: Product Placement, Branding, ESG, AI

Methodological: Causal Inference, Machine Learning, Field Experiments

WORKING PAPERS

- “Intra-Brand Spillover Effect of Product Placement on Automobile Sales” (with Yupeng Chen, Yanlai Chu, and Junhong Chu) - **Job Market Paper** (in preparation for submission to *Journal of Marketing*)
— **Outstanding Paper Nomination, 2025 JMS China Marketing Science Doctoral Consortium**
- “Impact of Numerical Superstition in Model Names on Automobile Sales” (with Yupeng Chen, Yanlai Chu, and Xinlong Li) - (in preparation for submission)

WORK IN PROGRESS

- “Coupon Shareability and Redemption Behavior” (with Yupeng Chen, Arun Gopalakrishnan, and Ajay Kalra) - (drafting for submission to *Journal of Marketing Research*)
- “Impact of ESG Image Tarnishment on Consumer Purchase Behavior” (with Xinlong Li)
- “Impact of AI-Generated Comments on Online Discussion Sentiment” (with Xinlong Li)

PRESENTATION

Intra-Brand Spillover Effect of Product Placement on Automobile Sales

2025 JMS China Marketing Science & Doctoral Consortium, Chengdu	11/2025
2024 Conference on AI, Machine Learning and Business Analytics, New Haven	12/2024
ISMS Marketing Science Conference, Sydney	06/2024
Asia-Pacific Marketing Academy Annual Conference (APMA), Guangzhou	09/2023
Marketing Department, Nanyang Technological University, Singapore	05/2023
2023 AMA Winter Academic Conference, Virtual	02/2023

Coupon Shareability and Redemption Behavior

HK/GBA HK Quant Marketing Seminar, Virtual	04/2025
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TEACHING EXPERIENCE

- **Nanyang Technological University**
Undergraduate: AB1501 Marketing S1/2022
 - **City University of Macau**
Undergraduate: BA304 Consumer Behaviors S1/2026
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HONORS AND AWARDS

- INFORMS Marketing Science Doctoral Consortium Fellow 07/2024
 - AMA-Sheth Foundation Doctoral Consortium Fellow 07/2023
 - NBS Research Scholarship, Nanyang Technological University 2021-2023
 - Research Scholarship Master by Research, Nanyang Technological University 2019-2021
 - Outstanding Graduate (top 1%), Shenzhen University 06/2016
 - National Scholarship (top 0.1%), Chinese Ministry of Education 12/2015
 - Special Prize, Excellent Student by Academic Performance (top 2%), Shenzhen University 10/2014
 - 1st Prize Excellent Student by Academic Performance (top 5%), Shenzhen University 10/2013
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LANGUAGE AND SKILLS

- Programming: Python, R, Stata, SAS, SQL
 - Languages: English, Mandarin Chinese, Cantonese (basic)
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SELECTED DOCTORAL COURSEWORK

- Quantitative Modeling:
 - Econometrics I, Econometrics II, Seminar in Microeconomics, Applied Regression Analysis
 - Seminar in Marketing Modeling, Advanced Seminar in Quantitative Marketing
 - Consumer Behavior:
 - Theory Construction & Experimental Methods in Behavioral Research, Research Methods
 - Seminar in Consumer Behavior
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REFERENCES

- **Yupeng Chen (Supervisor)**
Assistant Professor of Marketing
Nanyang Business School, Nanyang Technological University
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 - **Xinlong Li (Co-Supervisor)**
Assistant Professor of Marketing
Nanyang Business School, Nanyang Technological University
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