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Research Area

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. In preparation for submission.
- ◆ “Coupon Shareability and Redemption Behavior,” with Yupeng Chen, Arun Gopalakrishnan, and Ajay Kalra. In preparation for submission.
- ◆ “Impact of Numerical Superstition in Model Names on Automobile Sales,” with Yupeng Chen, Xinlong Li, and Yanlai Chu. In preparation for submission.

Conference Presentation

- ◆ “Intra-Brand Spillover Effect of Product Placement on Automobile Sales.” 2025 JMS China Marketing Science & Doctoral Consortium, Chengdu, China, November 2025.

—**Outstanding Paper Nomination**, 2025 JMS China Marketing Science Doctoral Consortium

- ◆ “Coupon Shareability and Redemption Behavior.” HK/GBA Quantitative Marketing Seminar, Virtual, April 2025.
- ◆ “Intra-Brand Spillover Effect of Product Placement on Automobile Sales.” Conference on AI, Machine Learning and Business Analytics, New Haven, USA, December 2024.
- ◆ “Intra-Brand Spillover Effect of Product Placement on Automobile Sales.” ISMS Marketing Science Conference, Sydney, Australia, June 2024.
- ◆ “Intra-Brand Spillover Effect of Product Placement on Automobile Sales.” Asia-Pacific Marketing Academy Annual Conference (APMA), Guangzhou, China, September 2023.
- ◆ “Intra-Brand Spillover Effect of Product Placement on Automobile Sales.” AMA Winter Academic Conference, Virtual, February 2023.

Book

- ◆ Editorial Board Member, *Wine Marketing*, Rui Zhang and Xinlong Li, Science Press, Beijing, 2025.