

# Linge Xia

Ph.D. Student | Marketing  
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## Education

*University of Wisconsin - Madison*, Ph.D. Marketing Aug 2016 - Present  
*Johns Hopkins University - Carey Business School*, M.S. Finance Sept 2015 - Aug 2016  
*Boston University*, B.S. Business Administration (Finance) Sept 2010 - May 2014  
*Boston University*, B.A. Biochemistry and Molecular Biology Sept 2010 - May 2014

## Research Experience

*University of Wisconsin - Madison*

First Year Summer Paper: Study the effectiveness and optimal design of a “Dutch Auction” format promotional strategy by a dynamic programming model (advisor: Prof. Kevin Chung).  
Feb 2017 - Present

*Shandong University*

Natural Science Foundation Key Project: Informal Finance Risk: Transformation, Regional Variations and Research of Risk Aversion Measures (Participated as RA). Jun 2014 - Jul 2015

Natural Science Foundation Project: Systematic Risk Assessment and Quantitative Research of Micro-finance Companies (Participated as RA). Jun 2014 - Jul 2015

National Project: Price Discovery and Risk Transfer Function of Future Market (Participated as RA). Oct 2014 - Jul 2015

## Employment

*University of Wisconsin - Madison*

Project Assistant for Prof. Kevin Chung Feb 2017 - Present  
Teaching Assistant for Prof. Kevin Chung Sept 2016 - Jan 2017

*Johns Hopkins University Carey Business School*

Research Assistant for Prof. Jian Ni Oct 2015 - Aug 2016  
Teaching Assistant for Prof. Meng Zhu Jan 2015 - May 2016  
Teaching Assistant for Prof. Sunil Contractor Jan 2015 - May 2016

*Shandong University*

Research Assistant for Prof. Jinyan Hu Jun 2014 - Jul 2015

*Boston University*

Teaching Assistant for MARK G. KEAN

May 2012 - May 2014

*Internships*

The people's Bank of China  
Industrial and Commercial Bank of China  
COFCO Trust Co., LTD  
Zhengtai Security

Dec 2014 - Mar 2015  
Sept 2014 - Nov 2014  
Aug 2014 - Sept 2014  
Jul 2014 - Aug 2014

**Honors & Award**

Doctoral Student Fellowship 2016

Magna Cum Laude 2014 and Cum Laude 2014

**Skills & Interests**

*Computer*

R, Python, Stata, Matlab, SPSS, Bloomberg, MS Office Suite, Eviews, Photoshop, Flash, Cool Editor

*Language*

Mandarin Chinese, English