Min Li

Position Professor

Discipline Quantitative Methods, Decision Sciences, Business Analytics

Final Degree PhD, University of Cincinnati (2002)

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Biography

Dr. Min Li is Professor of Business Analytics and Director of Center for Business Analytics in the College of Business Administration at California State University, Sacramento. He received his PhD in Quantitative Analysis from the College of Business Administration at University of Cincinnati in 2002. He has been a consultant for the State of California. He has a number of research publications in refereed journals such as Statistica Sinica, Simulation Modelling Practice and Theory, Journal of Data Science, Advances in Decision Sciences, Journal of Statistics Education, Contemporary Management Research. He is the founder and Director of CSUS Center for Business Analytics. He is on the board of Sacramento Statistical Association, having served as Treasurer, Vice President, and President. From 2009 to 2016, he served as a commissioner at the Housing Advisory Commission and the Economic Development Advisory Commission in the City of West Sacramento. He also worked part-time for AC Nielsen BASES, providing statistical consulting support for numerous marketing research projects.

Areas of Interests

Teaching Data Analytics

Research Machine Learning, Online Advertising, Behavioral Targeting, Facility Location

Consulting Data Analytics

Faculty Scholarship

Book Chapters

Book, Chapter in Scholarly Book-New

Chen, E. Jack, Li, M. (2013). *Indifference-Zone Selection for Reliability Analysis* (ISBN 978-1-922227-06-5 ed., vol. Artificial Intelligence and Hybrid Systems, pp. 33-54). Hong Kong: iConcept Press Ltd.

Refereed Journal Articles

Li, M., Richards, J. (2019). Profile of User Search Behavior and Advertising on Alibaba's Taobao Platform. *International Journal of Business Marketing and Management (IJBMM)*, 2019.

Richards, J., Li, M. (2018). The Chinese E-Commerce Search Advertising Business: A Case Study of Taobao. *Contemporary Management Research, 14*(2), 121-142, 2018.

Li, M., Mickel, A., Taylor, S. (2018). "Should This Loan be Approved or Denied?": A Large Dataset with Class Assignment Guidelines. *Journal of Statistics Education, 26*(1), 55-66, 2018.

Chen, E. Jack, Li, M. (2014). Design of experiments for interpolation-based metamodels. *Simulation Modelling Practice and Theory, 44*, 14-25, 2014.

Chen, E. Jack, Li, M. (2010). A New Approach to Estimate the Critical Constant of Selection Procedures. *Advances in Decision Sciences, 2010*, http://www.hindawi.com/journals/ads/2010/948359.html.

Wang, H., Yu, Y., Li, M. (2010). On Intraday Shanghai Stock Exchange Index. *Journal of Data Science, 8*(3), 413-427, 2010.

Wang, H., Yu, Y., Li, M. (2009). Intraday Return Behavior of the Five-Minute Shanghai Stock Exchange Composite Index. *Journal of International Business and Economics, 9*(3), 85-96, 2009.

Taylor, S., Li, M., Hopfe, M. (2009). "Variation, Variation, and Variation" – Teaching a Second Business Statistics Course Using the Concept of Variation. *Review of Business Research, 9*(1), 85-98, 2009.

Yu, Y., Yu, K., Wang, H., Li, M. (2009). Semiparametric Estimation for a Class of Time-Inhomogeneous Diffusion Processes, Statistica Sinica, *19*(2), 843-867, 2009.

Li, M., Yu, Y. (2006). Bayesian Adaptive Penalized Splines. *Journal of Academy of Business and Economics, VI*(2), 129-141, 2006.

Li, M., Yu, Y. (2006). A Robust Approach to the Interest Rate Term Structure Estimation. *Journal of Data Science, 4*(2), 169-188, 2006.

Li, M., Wu, J. (2005). A Heuristic Approach to the Product Design Problem. *Review of Business Research, V*(1), 134-140, 2005.

Li, M., Yu, Y. (2005). A Bayesian Regression Spline Approach to Estimation of the Term Structure of Interest Rates. *Journal of Academy of Business and Economics, V*(2), 113-125, 2005.

Li, M., Yu, Y. (2005). Estimating the Interest Rate Term Structures of Treasury and Corporate Debt with Bayesian Penalized. *Journal of Data Science, 3*(3), 223-240, 2005.