

# Ruouo Li

Marketing Department  
Darla Moore School of Business  
University of South Carolina  
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## EDUCATION

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**Darla Moore School of Business, University of South Carolina** Columbia, SC  
Ph.D. Candidate in Business Administration, Marketing  
August 2016 – Present

**The Ohio State University** Columbus, OH  
Bachelor of Science in Psychology, with Honors Distinction  
September 2011 – May 2015

## RESEARCH INTERESTS

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Motivational Influences on Consumer Behaviors

## RESEARCH EXPERIENCES

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**Strategic Research Group** Columbus, OH  
*Research Associate*  
August 2015 – May 2016

**Fisher College of Business, The Ohio State University** Columbus, OH  
*Research Assistant for Professor Robert Smith*  
August 2013 – March 2016

**Columbia Business School, Columbia University** New York, NY  
*Summer Research Assistant for Professor Ran Kivetz*  
June 2015 – July 2016

**The Center for Research and Evaluation, Center of Science and Industry** Columbus, OH  
*Research and Evaluation Intern* □  
September 2014 – May 2015

**Psychology Department, The Ohio State University** Columbus, OH  
*Research Assistant on Teaching Assessment Project* □  
January 2014 – May 2015

**Psychology Department, The Ohio State University** Columbus, OH  
*Research Assistant for Professor Richard Petty in the Attitudes and Persuasion Lab*  
March 2012 – December 2013

## Ruou Li

### CONFERENCE PRESENTATIONS

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**Midwestern Psychological Association Conference, Chicago, IL**

Li, R., Novak, L., Belding, J. N., & Beers, M. (2015, May). *Using Backwards Design to Prepare Writing-Intensive Psychology Courses*. Poster session presented.

Novak, L., Li, R., Belding, J. N., & Beers, M. (2015, May). *Methods for Assessing Student Performance in Writing Psychology*. Poster session presented.