

Yihui (Elina) Tang

Assistant Professor of Marketing
College of Business Administration
University of Illinois at Chicago
2225 University Hall
601 S. Morgan St., MC 243
Chicago IL, 60607

ACADEMIC EXPERIENCE

Assistant Professor of Marketing (2012 – present)
University of Illinois at Chicago

Assistant Professor of Marketing (2011 – 2012)
Illinois State University

EDUCATION

Ph.D in Marketing (2011)
University of Missouri, Robert J. Trulaske Sr. College of Business
Supporting Area: Statistics

Graduate Certificate in Administration and Management (2002)
Harvard University, Cambridge, MA

M.S. Molecular Biology and Microbiology (1999)
Tufts University School of Medicine, Boston, MA

B.S. Biochemistry (1995)
Wuhan University, Wuhan, China

RESEARCH INTERESTS

Innovation and new product development, marketing strategy, sales, market segmentation

HONORS AND AWARDS

- Teaching Development Grant, Illinois State University, 2012 (\$6,000)
- Donald W. Reynolds Doctoral Fellow, Donald W. Reynolds Journalism Institute, 2010-2011(\$27,000)
- 45th American Marketing Association (AMA) Sheth Foundation Doctoral Consortium Fellow, Texas Christian University, 2010
- Finalist, ISBM Doctoral Dissertation Proposal Competition, Institute for the Study of Business Markets, 2009
- Outstanding Graduate Research Assistant, University of Missouri, 2010

- Outstanding Graduate Teaching Assistant, University of Missouri, 2009
- American Statistical Association (ASA) PhD Travel Grant, ASA Section on Statistics in Marketing, 2009
- Center for E-Research Fellowship, University of Missouri, 2009
- INFORMS Marketing Science Doctoral Consortium Fellow, 2009
- Summer Research Fellowship, Department of Marketing, University of Missouri, 2008
- Chan Ph.D Scholarship, University of Missouri, 2008
- Ponder Scholarship, University of Missouri, 2006 - 2010

RESEARCH PUBLICATIONS

Raman, Kalyan, Murali K. Mantrala, Shrihari Sridhar and Yihui (Elina) Tang (2012), “Optimal Resource Allocation with Time-varying Marketing Effectiveness, Margins and Costs,” *Journal of Interactive Marketing*, 26 (1), 43-52.

*Equal contribution

Tang, Yihui (Elina), Shrihari Sridhar, Esther Thorson and Murali Mantrala (2011), “The Bricks That Build the Clicks: Newsroom Investments and Newspaper Online Performance,” *The International Journal of Media Management*, 13 (2), 107-128.

*Leading article

Bond, Edward, Mark Houston and Yihui (Elina) Tang (2008), “Starting Up A High-Technology Knowledge Transfer Network: The Practical and Symbolic Roles of Identification,” *Industrial Marketing Management*, 37 (6), 641-652.

MANUSCRIPTS INVITED FOR REVISION

“What Happens When Newspapers Cut Back on Marketing Investments? An Empirical Analysis”, Shrihari Sridhar, Murali Mantrala, Esther Thorson and Yihui (Elina) Tang, invited for revision, *Journal of Media Economics*, 2011.

CONFERENCE PROCEEDINGS

“The Service Level/Gratitude/Reciprocation Relationship and the Moderating Impact of Reciprocation Wariness,” Yihui (Elina) Tang and Chris Hinsch, *2012 American Marketing Association Summer Educator’s Conference*.

“A Customer-Centric Approach to B2b Market Segmentation,” Yihui (Elina) Tang, Murali Mantrala and Esther Thorson, *2012 American Marketing Association Summer Educator’s Conference*.

“Legitimacy and Alliance Formation for Start-up Firms in Asymmetric New Product Development Alliances,” Yihui (Elina) Tang, *2007 American Marketing Association Summer Educator’s Conference*.

WORK IN PROGRESS

“Investigating Dynamic Multiproduct Interactions: Insights from a Pharmaceutical Case”, Yihui (Elina) Tang and Murali Mantrala; manuscript in preparation for submission to *Journal of Marketing Research*.

“From Micro-Level Process to Macro-Level Outcomes: Market Learning and Knowledge Sharing in New Product Development Teams”, Detelina Marinova and Yihui (Elina) Tang (equal contribution); manuscript in preparation for submission to *Journal of Marketing Research*.

“Long-run Drivers of Private Label Share”, Shrihari Sridhar, and Yihui (Elina) Tang, Murali Mantrala and Suman Basuroy; manuscript in preparation for submission to *Journal of Retailing*.

CONFERENCE PRESENTATIONS

“A Three-Dimensional Approach to B2B Market Segmentation,” Yihui (Elina) Tang and Murali Mantrala, *INFORMS Marketing Science Conference*, Cologne, Germany, June 2010

“A Three-Dimensional Approach to Market Segmentation for B2B Sales Force Management”, Yihui (Elina) Tang and Murali Mantrala

- *Third Biennial Conference on Enhancing Sales Force Productivity*, Kansas City, KS, April 2010.
- *2010 American Marketing Association Advanced Research Techniques Forum*, San Francisco, CA, June 2010.
- *ISBM Academic Conference 2010: Advances in B-to-B Marketing*, Harvard Business School, Boston, MA, scheduled for August 2010.

“Retail Technology and Brand Management”, Yihui (Elina) Tang and Murali Mantrala, *eResearch Center*, University of Missouri, November 2009.

“Marketing Resource Allocation Decisions with Time-Varying Effectiveness - A Salesforce Application”, Murali Mantrala, Kalyan Raman, Shrihari Sridhar, and Yihui (Elina) Tang (equal contribution), *INFORMS Marketing Science Conference*, Ann Arbor, MI, June 2009.

“What Happens When Newspapers Cut Back on Marketing Investments? - An Empirical Analysis”, Yihui (Elina) Tang, Shrihari Sridhar, Murali Mantrala and Esther Thorson, Symposium on *How Newspapers Could Have Saved Themselves and Some Still Can*, Reynolds Journalism Institute, Columbia, MO, May 2009.

Press mention, Missourian, May 22, 2009.

“Investigating Dynamic Multiproduct Sales Impacts of Pharmaceutical Product Life-cycle Extension Strategies: Insights from the Rx and OTC Antacids Market following Prilosec OTC Entry”, Yihui (Elina) Tang and Murali Mantrala. *INFORMS Marketing Science Conference*, Vancouver, June 2008.

TEACHING

Teaching interests:

Marketing Research, Marketing Strategy, Sales Management

Courses Taught:

Marketing Research

Sales Management

PROFESSIONAL SERVICE

- Reviewer, 2012, American Marketing Association Winter Educator's Conference
- Reviewer, 2010, American Marketing Association Winter Educator's Conference
- Reviewer, 2009, American Marketing Association Summer Educator's Conference
- Reviewer, 2009, Consortium for International Marketing Research
- Reviewer, 2007, American Marketing Association Summer Educator's Conference
- Discussant, 2007, Sixteenth Annual Robert Mittelstaedt Doctoral Symposium
- Discussant, 2007, American Marketing Association Summer Educator's Conference

DOCTORAL TRAINING (GPA= 4.0/4.0)

Doctoral Seminars in Marketing, Management and Consumer Research

- Marketing Management
- Marketing Research Methods
- Models in Marketing
- Organizational Behavior
- Applied Multivariate Analysis
- Consumer Behavior
- Advanced Research methods
- Social Network Analysis
- Innovation Strategy

Research Methods

- Econometric Methods I
- Econometric Methods II
- Intermediate Microeconomics
- Application of Multivariate Analysis
- Mathematical Statistics
- Regression & Correlation Analysis
- Data Analysis II
- Hierarchical Linear Modeling
- Applied Time Series Analysis

INDUSTRY EXPERIENCE

Li-Cor Biosciences, Lincoln, NE

Marketing Analyst and Senior Research Associate, 2002 - 2006

Millennium Pharmaceuticals, Cambridge, MA

Research Associate, 1999 - 2002

Harvard China Review, Cambridge, MA

Marketing Associate, 1998

PROFESSIONAL AFFILIATIONS

- Member, American Marketing Association (AMA), since 2006
- Member, American Statistical Association (ASA), since 2009
- Member, Institute for Operations Research and the Management Sciences (INFORMS), since 2010