SONG YAO

Carlson School of Management
University of Minnesota
Minneapolis, MN 55455, USA

Office: 612-625-2903
E-mail: syao@umn.edu
Homepage: http://www.songyao.org

PROFESSIONAL EXPERIENCE

- Associate Professor of Marketing (with tenure), Carlson School of Management, University of Minnesota, 2017 – Present
- Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2010 – 2017
- Visiting Scholar, Booth School of Business, University of Chicago, September 2016 – December 2016
- McManus Faculty Research Chair, Northwestern University, 2012-2013, 2014-Present
- Visiting Scholar, Graduate School of Business, Stanford University, September 2014 – December 2014
- Senior Lecturer of Marketing and Donald P. Jacobs Scholar, Kellogg School of Management, Northwestern University, 2009 – 2010
- Instructor, Duke University, 2007

EDUCATION

- Ph.D., Marketing, Duke University, 2009
- M.A., Economics, University of California, Los Angeles, 2004
- C.Phil., Economics, University of California, Los Angeles, 2003
- B.A., Economics, Renmin University of China, 1999

RESEARCH

Research Interests: Quantitative Marketing, Empirical Microeconomics, Advertising, New Technology, Auctions, Competitive Strategy, Customer Analytics.

Publication:

- Bollinger, Bryan and Song Yao (2018), "Risk Transfer versus Cost Reduction on Two-Sided Microfinance Platforms," forthcoming at *Quantitative Marketing and Economics*.
- Seiler, Stephan, Song Yao, and Wenbo Wang (2017), "Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment," *Marketing Science*, 36(6), pp. 838–861.
- Seiler, Stephan, and Song Yao (2017), "The Impact of Advertising along the Conversion Funnel," *Quantitative Marketing and Economics*, 15 (3), pp. 241-278.
- Yao, Song, Wenbo Wang, and Yuxin Chen (2017), "TV Channel Search and Commercial Breaks," *Journal of Marketing Research*, 54 (5), pp. 671-686.
- Chen, Yuxin and Song Yao (2017), "Sequential Search with Refinement: Model and Application with Click-stream Data," *Management Science*, 63(12), pp. 4345-4365.
- Anja Lambrecht, Avi Goldfarb, Alessandro Bonatti, Anindya Ghose, Dan Goldstein, Randall Lewis, Anita Rao, Navdeep Sahni, Song Yao (2014), "How Do Firms Make Money Online?" *Marketing Letters*, 25, pp. 331-341.

- Yao, Song, Carl F. Mela, Jeongwen Chiang, and Yuxin Chen (2012), "Determining Consumers' Discount Rates with Field Studies," *Journal of Marketing Research*, 49 (6), pp. 822-841.
  - Winner, Paul Green Award 2012
- Yao, Song and Carl F. Mela (2011), "A Dynamic Model of Sponsored Search Advertising," *Marketing Science*, 30 (3), pp. 447-468.
  - Winner, 2009 AMA John A. Howard Award
  - Finalist, 2011 INFORMS John D.C. Little Best Paper Award.
  - Finalist, 2011, 2012 INFORMS Frank M. Bass Best Dissertation Paper Award.
- Yao, Song and Carl F. Mela (2009), "Sponsored Search Auctions: Research Opportunities in Marketing," *Foundations and Trends in Marketing*, 3 (2), pp. 75-126.
- Yao, Song and Carl F. Mela (2008), "Online Auction Demand," *Marketing Science*, 27 (5), pp. 861–885.
  - Finalist, 2008 INFORMS John D.C. Little Best Paper Award
  - Finalist, 2017 INFORMS Long Term Impact Award

Working Paper:
- Stephan Seiler, Song Yao, and Georgios Zervas (2017) "Causal Inference in Word-of-Mouth Research: Methods and Results," in preparation for *Customer Analytics for Maximum Impact: Academic Insights and Business Use Cases*, Taylor & Francis (CRC Press), edited by S. Seetharaman.

Work in progress
- Seiler, Stephan, Anna Tuchman, and Song Yao (2017), "How does Sugar Tax Affect Demand?" data collected, analysis in progress.

HONORS AND AWARDS
- Carlson School Dean's Small Grant, University of Minnesota, 2017
- Finalist, INFORMS Long Term Impact Award, 2017
  - Awarded annually by the INFORMS Society of Marketing Science to a marketing paper that is viewed to have made a significant long run impact on the field of Marketing.
- Marketing Science Institute (MSI) Young Scholars, 2017
- McManus Faculty Research Chair, Northwestern University, 2012-2013, 2014-2016
- Marketing Science Institute (MSI) Research Grant #4-1849, 2014 (joint with Yuxin Chen)
- Management Science Meritorious Service Award 2013
- Winner, Paul Green Award 2012
  - Awarded annually by the American Marketing Association Foundation for the paper published in the Journal of Marketing Research and with the most potential to contribute to the practice of marketing research.
- Invited Faculty Speaker, INFORMS Marketing Science Doctoral Consortium, Boston University, 2012
- Finalist, John D.C. Little Best Paper Award, Marketing/Management Science, 2011, 2009
  - Awarded annually for the best marketing paper published in Marketing Science/Management Science
- Finalist, Frank M. Bass Best Dissertation Paper Award, 2011, 2012

- o Awarded annually for the best marketing paper derived from a Ph.D. thesis published in Marketing Science/Management Science
- Top 30 Reviewers for 2011 at Marketing Science (Fastest turnaround).
- Faculty Impact Award for MBA teaching excellence, Kellogg School of Management, Northwestern University, 2010
- Winner, John A. Howard Dissertation Award, 2009
  - o Awarded annually by the American Marketing Association Foundation
- NET Institute Summer Research Grant (with Carl F. Mela), 2008
- Graduate Fellowship, Duke University, 2004-2009
- Graduate Fellowship, University of California, Los Angeles, 2002-2004

ACADEMIC AND PROFESSIONAL ACTIVITIES
- Editorial Review Board
  - o Journal of Marketing Research, 2011-present
  - o Marketing Science, 2017-present
  - o Quantitative Marketing and Economics, 2018-

- Reviewer for
  - o Journal of Economics and Management Strategy
  - o Management Science
  - o Marketing Letters
  - o Operations Research
  - o Research Grants Council of Hong Kong
  - o Review of Marketing Science
  - o The Economics of Transition
  - o Social Sciences and Humanities Research Council of Canada (SSHRC)

- Discussant for
  - o Choice Symposium, 2013
  - o China India Consumer Insights Conference, 2013
  - o Summer Institute of Competitive Strategy (SICS), University of California, Berkeley, 2012, 2013, 2016, 2017
  - o Quantitative Marketing and Economics Conference, Rochester 2011, USC 2014
  - o Big Data Marketing Analytics Conference, Chicago Booth, 2014, 2016

- Guest speaker
  - o Chicago Booth PhD seminar, 2012

CONFERENCE AND INVITED PRESENTATIONS

"The Impact of Advertising Along the Conversion Funnel."
- Yale Customer Insights Conference, 2017
- INFORMS Marketing Science Conference, Shanghai, China, 2016

"Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment,"
- Quantitative Marketing and Economics Conference, Northwestern University, 2016

- University of Minnesota, 2016
- The Seventh Annual Searle Center Conference on Internet Commerce and Innovation, Northwestern University, 2016
- University of California, San Diego, 2016
- University of Florida OM/IS Group, 2016
- University of Colorado, Boulder 2016
- Kellogg Attitudes Motivation and Processing (KAMP) Workshop, Northwestern University, 2016
- Big Data Marketing Analytics Conference at NYU Stern, 2015
- University of British Columbia, 2015
- Temple University, 2015

"TV Channel Search and Commercial Breaks," previously entitled "The Value of Sampling"
- University of Southern California, 2015
- University of Houston, 2015
- Stanford University, 2014
- Washington University in St. Louis, 2014
- INFORMS Marketing Science Conference, Atlanta, GA, USA, 2014

"Sequential Search with Refinement: Model and Application with Click-stream Data," previously entitled "Search with Refinement"
- University of North Carolina at Chapel Hill, 2014
- Cornell University, 2014
- Third Annual Conference on Internet Search and Innovation, Northwestern University Law School, Chicago, USA, 2012
- INFORMS Marketing Science Conference, Boston, MA, USA, 2012
- Ohio State University, 2012

"Determining Consumers' Discount Rates with Field Studies"
- Kellogg Marketing Camp, Northwestern University, 2012
- Marketing Dynamics Conference, Tilburg University, Netherlands, 2012
- Columbia University, 2012
- National Bureau of Economic Research Summer Institute, Cambridge, MA, USA, 2011
- INFORMS Marketing Science Conference, Houston, TX, USA, 2011
- Frank Bass–UTD FORMS Marketing Conference, Dallas, TX, USA, 2011
- China India Consumer Insights Conference, Beijing, China, 2010

"A Dynamic Model of Sponsored Search Advertising"
- Yale University, 2010
- American Marketing Association Summer Educators' Conference, Chicago, IL, USA, 2009
- National Bureau of Economic Research Summer Institute, Cambridge, MA, USA, 2009
- NET Institute Conference, New York University, New York, NY, USA, 2009
- INFORMS Marketing Science Conference, Vancouver, Canada, 2008
- Cornell University, 2008
- Dartmouth College, 2008

- Emory University, 2008
- Georgia Institute of Technology, 2008
- Georgia State University, 2008
- Harvard Business School, 2008
- New York University, 2008
- Northwestern University, 2008
- Ohio State University, 2008
- Stanford University, 2008
- University of California, Berkeley, 2008
- University of Chicago, 2008
- University of Maryland, 2008
- University of Rochester, 2008
- University of Southern California, 2008

"Online Auction Demand"
- Frank Bass–UTD FORMS Marketing Conference, Dallas, TX, USA, 2008
- INFORMS Marketing Science Conference, Pittsburgh, PA, USA, 2006

ADMINISTRATIVE SERVICE
Northwestern University
- Service
  - Coordinator, Department Seminar Series, 2009-2010, 2013-2016
  - Department Junior Faculty Recruiting, 2009-2012, 2013-2016
  - Coordinator, Department Junior Faculty Recruiting, 2010, 2014
  - Department Senior Faculty Recruiting Reading Committee, 2010, 2012
  - PhD Recruiting, 2009-2014
  - Full-time MBA Curriculum Committee, 2012
  - Day at Kellogg (DAK) admission event mini-lecture instructor, 2012
- PhD Advising
  - Manuel Hermosilla (dissertation committee member, initial placement: Johns Hopkins University)
  - Simha Mummalaneni (dissertation Co-chair, first year and second year summer papers, initial placement: University of Washington, Seattle)
  - Tongtong Shi (dissertation committee member, initial placement: Analysis Group)

TEACHING
Northwestern University
- Instructor, Customer Analytics (MBA), 2010-2017
- Instructor, Topics in Managerial Analytics (Undergraduate), 2013-2015
- Instructor, Introduction to Applied Econometrics II (PhD), 2011-2013

Duke University
- Instructor, Marketing Management, Markets and Management Studies Program, 2007
- Teaching Assistant, Product Management, Prof. Carl F. Mela, 2007, 2009
- Teaching Assistant, Strategy and Tactics of Pricing, Prof. Wilfred Amaldoss, 2006, 2007

University of California, Los Angeles
- Teaching Associate, Microeconomic Theory, 2003, 2004
- Teaching Assistant, Introduction to Microeconomics, 2002, 2003

PROFESSIONAL AFFILIATIONS
- American Marketing Association
- INFORMS Marketing Science Society

MEDIA COVERAGE
- Financial Times
- The Economist
- Kellogg Insight