明尼苏达大学DBA项目授课教授简介

Faculty Biography

姚松(SONG YAO)

姚松博士现为美国明尼苏达大学卡尔森管理学院市场营销系终身职副教授。在加入明尼苏达大学之前，姚松教授在西北大学凯洛格商学院市场营销系担任助理教授及McManus研究教授。他曾在斯坦福大学和芝加哥大学担任访问学者。他是《市场营销研究》和《市场营销科学》杂志编委会成员，并担任多家顶级学术期刊的审稿人。姚松教授获得美国杜克大学商学院商业管理学博士，加州大学洛杉矶分校经济学硕士，以及中国人民大学经济学学士。

姚松博士研究领域主要集中在用户数据分析管理、大数据营销、分享经济、广告、数码及互联网营销、社交网络营销、定价、竞争战略等。姚松博士近年的研究主要集中线上线下广告投放，用户在社交网络中的行为，以及厂商在新媒体环境下的营销策略。姚松博士在国际顶级学术期刊Journal of Marketing Research, Marketing Science, Management Science, Marketing Letters 上发表多篇论文并多次获得美国市场营销科学研究院、美国市场营销协会、美国运筹及管理科学学会等颁发的学术荣誉及奖励。其中包括2017年美国市场营销科学研究院青年学者奖 (此奖项是授予“市场营销学界下一代学术带头人”)，美国市场营销学会2013年Paul Green最佳文章奖(此奖项是授予“该年度在Journal of Marketing Research发表的最佳文章”)、2009年John Howard最佳博士论文奖，以及美国运筹及管理科学学会多次John Little学术论文奖及Frank Bass最佳博士论文奖入围。姚松博士于2010年被西北大学凯洛格商学院授予MBA教学奖。

姚松博士曾应邀在哈佛大学、哥伦比亚大学、耶鲁大学、斯坦福大学、康奈尔大学、芝加哥大学、清华大学等三十多所国内外大学演讲。他给国内外多家知名公司提供咨询等服务 。

Dr. Song Yao is a tenured Associate Professor of Marketing at the Carlson School at the University of Minnesota. Before joining Carlson, he was an Assistant Professor of Marketing and McManus Research Chair at the Kellogg School of Management at Northwestern University. He was also a visiting scholar at the Graduate School of Business of Stanford University and the Booth School of Business at the University of Chicago. Yao is on the Editorial Review Boards at the *Journal of Marketing Research* and *Marketing Science*, and also a reviewer of many top tier academic journals. He received his PhD in Business Administration from Duke University, and an M.A. in Economics from the University of California, Los Angeles, and a B.A. in Economics from the Renmin University of China.

Dr. Yao’s research interest lies in customer data analytics, big data marketing, share economy, advertising, digital and Internet marketing, social media marketing, pricing, and competitive strategy. In recent years, he has been focusing on measuring the effectiveness of advertising in different online and offline environments, understanding consumer behavior in social network, and firms’ marketing strategies in new media channels. His research has been published in top tier business journals including the *Journal of Marketing Research, Management Science*, *Marketing Science*, and *Marketing Letters*. Dr. Yao has received multiple awards from the Marketing Science Institute (MSI), American Marketing Association (AMA), and INFORMS Marketing Society. The awards include the *Marketing Science Institute Young Scholars* in 2017 (awarded once every two years to scholars mostly likely to be "potential leaders of the next generation of Marketing academics"), AMA’s Paul Green Best Paper Award 2013 (“best paper published in the Journal of Marketing Research), AMA’s John Howard Best PhD Dissertation Award 2009. He was also a finalist multiple times for the INFOMRS’ John Little Best Paper Award, Frank Bass PhD Dissertation Award, and Long-term Impact Award. Dr. Yao received the Faculty Impact Award for Teaching Excellence in 2010 at the Kellogg School, Northwestern University.

Dr. Yao has been invited to give academic seminars and keynote speeches at more than 30 domestic and international universities, including Harvard University, Columbia University, Yale University, Stanford University, Cornell University, the University of Chicago, Tsinghua University, etc. He has been providing consulting service to multiple internationally reputable companies.