OLIN BUSINESS SCHOOL

WASHINGTON UNIVERSITY

**FACULTY ACTIVITY REPORT**

**Tenure-Track and Tenured Faculty**

**September 1, 2023 - September 30, 2024**

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| Name: Yao, Song | Date: October 27, 2024 |

I. RESEARCH (Over the Academic Year)

A. Please list all papers that have been published or unconditionally accepted for publication in the past academic year. For each paper, please also list the journal’s most recent five-year impact factor.

Zhao, N., Yao, S., Thomadsen, R., Wang, C. B. (. (2024). The Impact of Governmental Interventions on COVID-19 Spread and Consumer Spending. *Management Science, 70*(5), 3302-3318. https://pubsonline.informs.org/doi/pdf/10.1287/mnsc.2023.4853

Song, Y., Wang, W., Yao, S. (in press). Customer Acquisition via Explainable Deep Reinforcement Learning. *Information Systems Research*, https://doi.org/10.1287/isre.2022.0529

Thomadsen, R., Zeithammer, R., Yao, S. (2023). The Impact of a Supreme Court Decision on the Preferences of Americans Regarding Abortion Policy. *Management Science, 69*(9), 5405-5417. https://pubsonline.informs.org/doi/full/10.1287/mnsc.2023.4802

B. Please list all papers currently under review, listing their status in the journal process and how that status has changed since last year’s activity report.

C. Please list all working papers not currently under review and their anticipated submission date (if applicable). Please note if this is a previously- listed working paper and how its status has changed since last year.

Yoo, Hyesung, Song Yao, Ravi Bapna, and Jui Ramaprasad (2024), “Search Frictions, Sorting and Matching in Two-Sided Markets,” anticipated submission Dec, 2024

Yoo, Hyesung, Maria Ana Vitorino, and Song Yao (2024), “Hospital Competition and Quality: Evidence from the Entry of High-Speed Train in South Korea.” Anticipated submission Mar, 2025

D. Please list any new projects that have been initiated, but aren’t necessarily in working paper form.

E. For your five most cited papers, please provide the number of ISI Web of Science and Google Scholar cites for each.

Yao, S and CF Mela (2011), "A dynamic model of sponsored search advertising," (2011), Marketing Science 30 (3), 447-468. **ISI 125; Google 356**

Chen, Y and S. Yao (2017), “Sequential search with refinement: Model and application with click-stream data”, Management Science 63 (12), 4345-4365. **ISI 61; Google 239**

Seiler, S, A Tuchman, and S Yao (2021), “The Impact of Soda Taxes: Pass-through, Tax Avoidance, and Nutritional Effects”, Journal of Marketing Research 58 (1), 22-49. **ISI 65, Google 211**

Lambrecht, A, et al. (2014) “How do firms make money selling digital goods online?” Marketing Letters 25, 331-341. **ISI 66, Google 202**

Yao, S, CF Mela, J Chiang, and Y Chen (2012), “Determining consumers’ discount rates with field studies,” Journal of Marketing Research 49 (6), 822-841. **ISI 47, Google 117**

II. PROFESSIONAL ACTIVITIES (Over the Academic Year)

(Please do not include anything mentioned in last year’s report other than continuing activities such as editorial positions, PhD supervision, professional associations offices, etc.)

A. Research presentations made at conventions, symposiums or seminars during the academic year.

Yao, S., Amazon Economics Summit, "Measuring long-term flywheel effect of customers' high-value actions," Amazon, Seattle, WA. (October 3, 2023).

B. Current editorial positions and refereeing.

* Associate Editor
  + Marketing Science
  + Quantitative Marketing and Economics
* Editorial Review Board
  + Journal of Marketing Research
  + International Journal of Marketing Research

C. PhD supervision or committee memberships.

\* only listing those during 2023-2024

* Donggwan Kim (Washington University, dissertation committee member, initial placement: Boston College, 2024)
* Nan Zhao (Washington University, dissertation committee member, initial placement: Georgia Institute of Technology, 2023)
* Cheolho Song (Washington University, dissertation committee member, ongoing)

D. Research grants applied for or received.

E. Honors and awards, professional association offices, etc.

F. Please indicate your role in organizing and your participation in research activities not included above (e.g. conferences, brown bag workshops, etc.) during the academic year.

III. TEACHING (Over the Academic Year)

A. Median and mean responses to question #1 under Instructor Performance (overall teaching) for each course taught during the school year. **The mean and median for each section will be automatically imported by Digital Measures, but please also add student response rates for each section, as well.**

B. Please provide your assessment of your overall teaching contributions.

I have made contributions to the online MSBA program by developing and revising the Customer Analytics course. I also invest ongoing effort of the redesign of teaching materials for SMP programs based on industry experiences during my past two years at Amazon. These updates aim to bridge the gap between academic theory and practical application, ensuring our students are well-prepared for the demands of the business world.

C. New course preparations and other developmental activities such as pedagogical innovations, new cases, etc.

I have transitioned the teaching language of my courses from R to Python, recognizing the industry's growing demand for Python proficiency. This change not only aligns with current industry standards but also enhances the students' employability by equipping them with highly sought-after skills. Moreover, I have introduced more causal inference materials into the curriculum. This inclusion aims to deepen students' understanding of causal relationships and their application in data-driven decision-making, thereby enriching their analytical capabilities.

D. Any other teaching-related contributions or accomplishments not included above.

IV. SERVICE (Over the Academic Year)

A. Please list all Olin School and Washington University committees or other administrative assignments.

A.1 Are there any administrative or committee activities for which you would like to be considered?

* SMP Special Committee Member: Review and redesign SMP programs to address decreasing applications and enrollments
* P/T committee member: Review an upcoming tenure case, prepare report for the faculty to review

B. School / University events attended (including, but not limited to, faculty meetings and graduations).

C. Corporate engagement activities you participated in to help implement and execute Olin’s strategy (meet with recruiters, attend symposiums, talk to the media, etc.)

D. Other service, contributions or accomplishments not listed above. This could include other ways of supporting Olin, WashU, our students, or our community.

V. EDI Initiatives (Over the Academic Year)

A. Please describe steps you have taken to promote diverse perspectives, experiences, and worldviews that foster a more inclusive classroom.

B. Please describe steps you have taken to contribute to an environment at Olin , beyond the classroom, that fosters inclusion, enhances diversity, and/or promotes equity (e.g., training, hiring, peer/student mentoring, collaborative initiatives, service).