

## Tsung-Yiou Hsieh

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### **Professional Experience**

2025 – Present	<b>Spears School of Business, Oklahoma State University</b> Assistant Professor of Marketing School of Marketing & International Business
2023 – 2025	<b>D’Amore-McKim School of Business, Northeastern University</b> Postdoctoral Research Associate DATA Initiative Research Affiliate

### **Education**

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Sep. 2018 – May 2023	<b>University of Houston</b> Ph.D. in Business Administration <u>Primary Field:</u> Marketing <u>Supporting Fields:</u> Econometrics and Data Science <i>AMA-Sheth Foundation Doctoral Consortium: Fellow</i>
Aug. 2016 – Dec. 2017	<b>University of California San Diego</b> MS in Business Analytics
Sep. 2011 – May 2015	<b>National Chengchi University</b> BS in Finance

### **Papers**

#### **Published**

“Leveraging Online Search Data as a Source of Market Intelligence”

with Rex Du. *Foundations and Trends in Marketing*, 17(4), August 2023, 227-291.

#### **Working Papers**

“Leveraging Large-Scale Granular Single-Source Data for TV Advertising”

with Rex Du and Shijie Lu. *Revise & resubmit at Marketing Science*

“Measuring Targeting Effectiveness in US TV Advertising”

with Samsun Knight and Yakov Bart. *Revise & resubmit at Journal of Marketing Research*

#### **Selected Work-in-Progress**

“The Dollar Value of Better Ad Content: Tracing the Relationships Between Ad Creatives, Zapping Rates, and Ad Elasticities”

**“Estimating the Causal Effect of Complaint-Recovery Strategy: A Double Machine Learning Approach”**

**“Assessing the Potential of Addressable Linear TV Advertising”**

**Research Interests**

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Substantive:	Marketing Analytics, Advertising, Digital Marketing, CRM
Methodological:	Empirical Modeling, Causal Inference, Econometrics, Machine Learning

**Recognitions**

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6/2022	AMA-Sheth Foundation Doctoral Consortium: Fellow
6/2022	Marketing Strategy Consortium: Fellow
4/2022	UH Marketing Doctoral Symposium: Fellow

**Presentations**

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**Leveraging Large-Scale Granular Single-Source Data for TV Advertising:**  
2024 Interactive Marketing Research Conference, 2024 Marketing Dynamics Conference (by co-author)

**Measuring Targeting Effectiveness in US TV Advertising:**  
2023 Marketing Dynamics Conference

**Dynamic Addressable TV Advertising over the Customer Lifecycle:**  
39th UH Marketing Doctoral Symposium, 2022 Marketing Dynamics Conference, 2022 Attribution & Analytics Accelerator, University of Delaware (2022), UC Davis (2022), Warwick University (2022), University of Melbourne (2022)

**Assessing the Potential of Addressable Linear TV Advertising:**  
43rd Marketing Science Conference, 2021 AUDIENCExSCIENCE

**Teaching**

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Instructor (C.T. Bauer College of Business) Summer 2021	<b>MARK 4339: Marketing Analytics</b> Level: Undergraduate Course Evaluation: 4.23/5.00
Teaching Interests	Marketing Analytics, Digital Marketing, Database Marketing, Marketing Research, and Marketing Strategy

**Institutional and Professional Service**

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2023	Ad Hoc Reviewer: Journal of Marketing
2022	University of Houston 39 <sup>th</sup> Marketing Doctoral Symposium <u>Role:</u> Faculty Nominated Organizer

2021                      University of Houston 38<sup>th</sup> Marketing Doctoral Symposium (Virtual)  
Role: Faculty Nominated Organizer

### **Industry Experience**

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2023 – 2024	Direct Avenue <u>Role:</u> Data Scientist
2019 – 2022	LG Ads Solutions <u>Role:</u> Research Intern
2017 – 2018	Direct Avenue <u>Role:</u> Data Scientist

### **Computing**

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R, Python, SAS, STAN, JULIA, SQL, High-Performance Computing Services

### **References**

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#### **Rex Du**

Professor of Marketing  
Shelby H. Carter, Jr., and Patricia Carter  
Regents Professorship in Global Business  
Marketing  
McCombs School of Business  
The University of Texas at Austin  
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#### **Yakov Bart**

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#### **Shijie Lu**

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#### **Ed Blair**

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