# YU SONG

Stephen M. Ross School of Business
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## EDUCATION

**Stephen M. Ross School of Business, University of Michigan**, Ann Arbor, MI

Ph.D. in Marketing                                                      2026 (Expected)

**University of Michigan**, Ann Arbor, MI

B.S. *Highest Distinction* in Economics (*Highest Honors*); Mathematics                2020

## RESEARCH INTERESTS

**Substantive**: Platform Strategy, Digital Economy, Personalization, Pricing, Social Media, Information Design, Platform Regulation

**Methodological**: Field Experiment, Structural Model, Causal Inference, Machine Learning, Deep Learning, Natural Language Processing

## WORKING PAPERS

"Does Carrying News Increase Engagement with Non-News Content on Social Media Platforms?" with Puneet Manchanda. *Minor Revision, Marketing Science*

"How Effective is Suggested Pricing?: Experimental Evidence from an E-Commerce Platform" with Jessica Fong and Puneet Manchanda. *Under Review, Journal of Marketing Research*

## WORK IN PROGRESS

"From Platform Recommendation to Consumer Search: The Impact of Personalization along Customer Journey" (Job Market Paper)

"Balancing Short-Run and Long-Run Effects of Personalization"

"Quantifying Treatment Effects from Pricing Experiments"

"The Value of Cross-Selling" with Puneet Manchanda. *Data Analysis & Model Development*

– Recipient of Wharton AI & Analytics for Business Data Grant

"Customer Feedback and Product Improvement" with Mainak Sarkar and S. Sriram. *Data Analysis*

## Conference and Seminar Presentations

Wharton Customer Analytics Symposium, University of Pennsylvania, May 2024

Haring Symposium, Indiana University, April 2024

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University, December 2023

Economics Industrial Organization Lunch, University of Michigan, October 2023

45th ISMS Marketing Science Conference, University of Miami, June 2023

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Harvard Business School, December 2022

Annual Data Science & AI Summit (Poster), University of Michigan, November 2022

44th ISMS Marketing Science Conference, University of Chicago, June 2022

Economics Industrial Organization Lunch, University of Michigan, April 2022

5th Annual Data for Public Good Symposium (Poster), University of Michigan, March 2022

Platform Strategy Research Symposium, Boston University, July 2021

19th ZEW Conference on the Economics of ICT, June 2021

43rd ISMS Marketing Science, University of Rochester, June 2021

## Honors and Awards

NBER Digital Economics and AI Tutorial Fellow, 2025

Rackham Research Grant, University of Michigan, 2025

Stark Award for Academic Excellence, University of Michigan, 2024

Haring Symposium Fellow, Indiana University, 2024

Milton G. and Josephine Kendrick Marketing Award, University of Michigan, 2024, 2025

Thomas W. Leabo Memorial Award for Teaching Excellence, University of Michigan, 2024

Wharton AI & Analytics for Business Data Grant, 2023

Rackham Travel Grant, University of Michigan, 2023, 2024

Ross School of Business Travel Grant, University of Michigan, 2022, 2023

NBER Economics of Privacy Tutorial Fellow, 2022

Early Candidacy Award, University of Michigan, 2022

Highest Distinction, University of Michigan, 2020

Sims Prize in Economics, University of Michigan, 2020

Highest Honors in Economics, University of Michigan, 2020

## TEACHING

### Instructor

Marketing Management (Undergraduate), Spring 2023
– Instructor Evaluation: 4.9/5.0
– Thomas W. Leabo Memorial Award for Teaching Excellence

### Teaching Assistant

Marketing Strategy for the Digital Age (MBA), Winter 2024
Empirical Models in Marketing (PhD), Fall 2023
Marketing Research and Analytics (MBA & Undergraduate), Fall 2022, Fall 2023, Fall 2024
New Product and Innovation Management (MBA), Fall 2022, Fall 2023, Fall 2024

## PROFESSIONAL SERVICES

### Ad Hoc Reviewer

*Management Science*

### Conference Session Chair

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2023
ISMS Marketing Science Conference, 2023

## SELECTED GRADUATE COURSEWORK

### Marketing / Business

Choice Theory and Modeling (Fred Feinberg)
Structural Models (S. Sriram)
Empirical Models in Marketing (Puneet Manchanda)
Marketing Empirical Modeling Using Bayesian Methods and Inference (Anocha Aribarg)
Cognition, Memory and fMRI (Richard Bagozzi & Carolyn Yoon)
Judgement and Decision Making (Scott Rick)

Advertising and Branding (Rajeev Batra)

Applied Sensation and Perception (Aradhna Krishna)

Empirical Methods in Operations Management (Jun Li)

Empirical Research Methods (Maggie Yue Zhou)

**Economics**

Microeconomics Theory (Shaowei Ke)

Game Theory (David Miller)

Applied Microeconometrics I (Melvin Stephens)

Applied Microeconometrics II (Yuehao Bai)

Industrial Organizations and Public Policy (Ying Fan)

**Statistics / Computer Science**

Probability Theory (Jinho Baik)

Discrete State Stochastic Processes (Joseph Conlon)

Causal Inference (Kevin Quinn)

Bayesian Modeling (Long Nguyen)

Machine Learning (Clayton Scott)

Natural Language Processing (Joyce Chai)

Reinforcement Learning (Lei Ying)

Causal Machine Learning (Max Farrell & Sanjog Misra)

*Last updated: January 2025*