

March 2011

## SONG YAO

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### PROFESSIONAL EXPERIENCE

- Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2010-Present
- 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, Online Marketing, Auctions, Competitive Strategy, Customer Management

Publication:

- Yao, Song and Carl F. Mela (2010), "A Dynamic Model of Sponsored Search Advertising," forthcoming at *Marketing Science*.
  - Winner, 2009 AMA John A. Howard Award
- Yao, Song and Carl F. Mela (2009), "Sponsored Search Auctions: Research Opportunities in Marketing," *Foundations and Trends in Marketing*, Vol. 3: No 2, p75-p126.
- Yao, Song and Carl F. Mela (2008), "Online Auction Demand," *Marketing Science*, 27 (5), p861-p885.
  - Finalist, 2009 INFORMS John D.C. Little Best Paper Award

Work in Progress:

- Yao, Song, Carl F. Mela, Jeongwen Chiang, and Yuxin Chen "Determining Consumers' Discount Rates With Field Studies."
- Chen, Yuxin and Song Yao, "Search with Refinement."

### TEACHING

Northwestern University

- Instructor, Information and Technology Based Marketing (MBA, MKTG 953), 2010, 2011
- Instructor, Introduction to Applied Econometrics II (PhD, MECS 477), 2011

#### 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

### **HONORS AND AWARDS**

- Faculty Impact Award for MBA teaching excellence, Kellogg School of Management, Northwestern University, 2010
- Winner, John A. Howard Dissertation Award, 2009, awarded annually by the American Marketing Association Foundation.
- Finalist, John D.C. Little Best Paper Award, 2009, awarded annually for the best marketing paper published in Marketing Science/Management Science
- 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

### **CONFERENCE AND INVITED PRESENTATIONS**

#### “A Dynamic Model of Sponsored Search Advertising”

- Yale University, 2010
- American Marketing Association Summer Educators’ Conference, Chicago, USA, 2009
- National Bureau of Economic Research Summer Institute, Boston, USA, 2009
- NET Institute Conference, New York University, New York, USA, 2009
- INFORMS Marketing Science Conference, Vancouver, British Columbia, 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, Texas, USA, 2008
- INFORMS Marketing Science Conference, Pittsburgh, Pennsylvania, USA, 2006

“Determining Consumers’ Discount Rates with Field Experiments” (previously titled “Dynamic Consumption under Three-part Tariffs”)

- Frank Bass–UTD FORMS Marketing Conference, Dallas, Texas, USA, 2011
- China India Consumer Insights Conference, Beijing, China, 2010

#### **ACADEMIC AND PROFESSIONAL ACTIVITIES**

- Reviewer for
  - Journal of Economics and Management Strategy
  - Journal of Marketing Research
  - Management Science
  - Marketing Science
  - Operations Research
  - Review of Marketing Science

#### **MEDIA COVERAGE**

- Financial Times
- Kellogg Insight