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## SONG YAO

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### PROFESSIONAL EXPERIENCE

- Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2010-Present, and McManus Faculty Research Chair, 2012-2013
- 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, Carl F. Mela, Jeongwen Chiang, and Yuxin Chen (2012), "Determining Consumers' Discount Rates With Field Studies," *Journal of Marketing Research*, forthcoming.
- Yao, Song and Carl F. Mela (2011), "A Dynamic Model of Sponsored Search Advertising," *Marketing Science*, 30 (3), p447-p468.
  - Winner, 2009 AMA John A. Howard Award
  - Finalist, 2011 INFORMS John D.C. Little Best Paper Award.
  - Finalist, 2011 INFORMS Frank M. Bass Best Dissertation Paper Award.
- Yao, Song and Carl F. Mela (2009), "Sponsored Search Auctions: Research Opportunities in Marketing," *Foundations and Trends in Marketing*, 3 (2), p75-p126.
- Yao, Song and Carl F. Mela (2008), "Online Auction Demand," *Marketing Science*, 27 (5), p861-p885.
  - Finalist, 2008 INFORMS John D.C. Little Best Paper Award

Working Paper:

- Chen, Yuxin and Song Yao, "Search with Refinement."

## **TEACHING**

Northwestern University

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

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**

- McManus Faculty Research Chair, Northwestern University, 2012-2013
- Invited Speaker, INFORMS ISMS Doctoral Consortium, Boston University, 2012
- Finalist, John D.C. Little Best Paper Award, Marketing/Management Science, 2011, 2008  
\*Awarded annually for the best marketing paper published in Marketing Science/Management Science
- Finalist, Frank M. Bass Best Dissertation Paper Award, 2011  
\*Awarded annually for the best marketing paper derived from a Ph.D. thesis published in Marketing Science/Management Science
- Top 30 Reviewers for 2011 at Marketing Science (Fastest turnaround).
- 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
- 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, IL, USA, 2009
- National Bureau of Economic Research Summer Institute, Cambridge, MA, USA, 2009 (Discussant: Michael Ostrovsky)
- NET Institute Conference, New York University, New York, NY, USA, 2009
- INFORMS Marketing Science Conference, Vancouver, 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, TX, USA, 2008
- INFORMS Marketing Science Conference, Pittsburgh, PA, USA, 2006

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

- Columbia University, 2012
- National Bureau of Economic Research Summer Institute, Cambridge, MA, USA, 2011 (Discussant: Wesley Hartmann)
- INFORMS Marketing Science Conference, Houston, TX, USA, 2011
- Frank Bass–UTD FORMS Marketing Conference, Dallas, TX, USA, 2011
- China India Consumer Insights Conference, Beijing, China, 2010

#### “Search with Refinement”

- Third Annual Conference on Internet Search and Innovation, Northwestern University Law School, Chicago, USA, 2012
- INFORMS Marketing Science Conference, Boston, MA, USA, 2012
- Ohio State University, 2012

### **ACADEMIC AND PROFESSIONAL ACTIVITIES**

- Editorial Review Board
  - Journal of Marketing Research
- Reviewer for
  - Journal of Economics and Management Strategy
  - Management Science
  - Marketing Science
  - Operations Research
  - Review of Marketing Science
  - Social Sciences and Humanities Research Council of Canada (SSHRC)

### **MEDIA COVERAGE**

- Financial Times
- Kellogg Insight