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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, New Technology, Auctions, Competitive Strategy, Customer Analytics.

Publication:

- 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
- 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 (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, Carl F. Mela, Jeongwen Chiang, and Yuxin Chen (2012), "Determining Consumers' Discount Rates With Field Studies," *Journal of Marketing Research*, 49 (6), p822–p841.

Working Paper:

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

Work in Progress:

- Bollinger, Bryan and Song Yao, "A Two-sided Market Model of Microlending."
- Yao, Song, Wenbo Wang, and Yuxin Chen, "The Value of Sampling."

HONORS AND AWARDS

- McManus Faculty Research Chair, Northwestern University, 2012-2013
- Invited Faculty Speaker, INFORMS Marketing Science Doctoral Consortium, Boston University, 2012
- Finalist, John D.C. Little Best Paper Award, Marketing/Management Science, 2011, 2009
*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

“Online Auction Demand”

- Frank Bass–UTD FORMS Marketing Conference, Dallas, TX, USA, 2008
- INFORMS Marketing Science Conference, Pittsburgh, PA, USA, 2006

“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

“Determining Consumers’ Discount Rates with Field Studies”

- Kellogg Marketing Camp, Northwestern University, 2012
- Marketing Dynamics Conference, Tilburg University, Netherlands, 2012
- 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, 2011-present
- Reviewer for
 - Journal of Economics and Management Strategy
 - Management Science
 - Marketing Science
 - Operations Research
 - Research Grants Council of Hong Kong
 - Review of Marketing Science
 - The Economics of Transition
 - Social Sciences and Humanities Research Council of Canada (SSHRC)
- Discussant for
 - Summer Institute of Competitive Strategy (SICS), University of California, Berkeley, 2012
 - Quantitative Marketing and Economics Conference, University of Rochester, 2011

DEPARTMENT SERVICE

- Service
 - Coordinator, Department Seminar Series, 2009-2010
 - Department Junior Faculty Recruiting, 2009-2012
 - Coordinator, Department Junior Faculty Recruiting, 2010
 - Department Senior Faculty Recruiting Reading Committee, 2010, 2012
 - PhD Recruiting, 2009-2012
 - Full-time MBA Curriculum Committee, 2012
 - Day at Kellogg (DAK) admission event mini-lecture instructor, 2012

- PhD Advising
 - Manuel Hermosilla (dissertation committee member, in progress)
 - Simha Mummalaneni (first year and second year summer papers)

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

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- INFORMS Marketing Science Society

MEDIA COVERAGE

- Financial Times
- The Economist
- Kellogg Insight