

June 2014

SONG YAO

Department of Marketing
Kellogg School of Management
Northwestern University
Evanston, IL 60208, USA

Office: (847) 467-2767
Fax: (847) 491-2498
E-mail: s-yao@kellogg.northwestern.edu
URL: <http://www.songyao.org>

PROFESSIONAL EXPERIENCE

- Assistant Professor of Marketing, Kellogg School of Management, Northwestern University, 2010 – Present
- Visiting Scholar, Graduate School of Business, Stanford University, September 2014 – December 2014
- 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, 2012 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.
 - Winner, Paul Green Award 2012
- Anja Lambrecht, Avi Goldfarb, Alessandro Bonatti, Anindya Ghose, Dan Goldstein, Randall Lewis, Anita Rao, Navdeep Sahni, Song Yao (2014), “How Do Firms Make Money Online?” *Marketing Letters*, forthcoming

Working Paper:

- Chen, Yuxin and Song Yao (2013), “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.”
- Yao, Song, and Yuxin Chen, “The Value of Structural Estimates for Consumer Search Models.”

HONORS AND AWARDS

- MSI Research Grant #4-1849, 2014 (joint with Yuxin Chen)
- Management Science Meritorious Service Award 2013
- Winner, Paul Green Award 2012
 - Awarded annually by the American Marketing Association Foundation for the paper published in the Journal of Marketing Research and with the most potential to contribute to the practice of marketing research.
- 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, 2012
 - 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”

- Cornell University, 2014
- 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

“The Value of Sampling”

- Washington University in St. Louis, 2014
- INFORMS Marketing Science Conference, Atlanta, GA, USA, 2014

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
 - Choice Symposium, 2013
 - China India Consumer Insights Conference, 2013
 - Summer Institute of Competitive Strategy (SICS), University of California, Berkeley, 2012, 2013
 - Quantitative Marketing and Economics Conference, University of Rochester, 2011
- Guest speaker
 - Chicago Booth PhD seminar, 2012

DEPARTMENT SERVICE

- Service
 - Coordinator, Department Seminar Series, 2009-2010, 2013-2014
 - Department Junior Faculty Recruiting, 2009-2012, 2013-2014,
 - Coordinator, Department Junior Faculty Recruiting, 2010, 2014
 - Department Senior Faculty Recruiting Reading Committee, 2010, 2012
 - PhD Recruiting, 2009-2014
 - Full-time MBA Curriculum Committee, 2012
 - Day at Kellogg (DAK) admission event mini-lecture instructor, 2012
- PhD Advising
 - Manuel Hermosilla (dissertation committee member, initial placement: Johns Hopkins University)
 - Simha Mummalaneni (first year and second year summer papers)

TEACHING

Northwestern University

- Instructor, Customer Analytics (MBA, MKTG 953), 2010-present
- Instructor, Topics in Managerial Analytics (Undergraduate, MA 326), 2013-present
- Instructor, Introduction to Applied Econometrics II (PhD, MECS 477), 2011-2013

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