

Curriculum Vitae

Yuxin Chen

Kellogg School of Management
Northwestern University
2001 Sheridan Rd
Evanston, IL 60208

Academic Experience

Polk Brothers Professor in Retailing and Professor of Marketing 2009-
Kellogg School of Management, Northwestern University

Visiting Professor of Marketing 2008-2009
Cheung Kong Graduate School of Business, Beijing, China

Associate Professor of Marketing (with tenure), 2005-2009
Harold MacDowell Faculty Fellow 2007-2009
Leonard N. Stern School of Business, New York University

Visiting Associate Professor of Marketing 2006-2007
Cheung Kong Graduate School of Business, Beijing, China

Visiting Associate Professor of Marketing, June 2004
Hong Kong University of Science and Technology

Associate Professor of Marketing (untenured), 2003-2005
Leonard N. Stern School of Business, New York University

Assistant Professor of Marketing, 1999-2003
Leonard N. Stern School of Business, New York University

Education

Ph.D. in Marketing, May 1999
Washington University in St. Louis

M.S.B.A. in Marketing, 1997
Washington University in St. Louis

M.S. Program in Computer Science, 1992-1994
Zhejiang University

B.S. in Physics, 1992
Fudan University

Honors and Awards

Invited as a Distinguish Faculty Speaker at Haring Symposium, Indiana University, 2010

Management Science Distinguished Service Award for outstanding service to the journal as an Associate Editor, 2009, 2010

Invited faculty member for INFORMS Marketing Society Doctoral Consortium, 2008

Research Fellow, Greater China Business Research Institute, Cheung Kong GSB, 2007

Invited faculty member for JMS Doctoral Consortium, China, 2007

Invited faculty member for INFORMS Marketing Society Doctoral Consortium, 2007

Recognized as “A Few of the Great Reviewers Out of More Than 600 Reviewers (1/1/03-6/1/04)” for *Marketing Science* (*Marketing Science* 23, 3, page 278), 2004

Invited faculty member for INFORMS Marketing Society Doctoral Consortium, 2003

Invited to Marketing Science Institute’s Young Scholars Program, 2003

Mentioned as among the “Most Productive and Very Best Reviewers” for *Marketing Science* (*Marketing Science* 22, 3, page v.), 2003

INFORMS 2001 John D.C. Little Best Paper Award for Marketing Papers Published in *Marketing Science* and *Management Science*

INFORMS 2001 Frank M. Bass Outstanding Dissertation Award for Contributions to the Discipline of Marketing Science

Washington University's Representative to the Marketing Doctoral Consortium
University of Georgia, 1998

Doctoral Fellowship
Washington University in St. Louis, 1994-1999

Editorial Board Membership

Associate Editor: *Journal of Marketing Research*, *Management Science*, *Quantitative Marketing and Economics*

Area Editor: *Marketing Science*

Editorial Board Member: *Journal of Marketing* (2006-08)

Research Interests

Competitive Strategies, Retailing, Pricing, Internet Marketing, Database Marketing,

Advertising, Structural Empirical Models, Bayesian Econometric Methods, Behavioral Economics

Teaching Interests

Marketing Management, Pricing, Database Marketing, Marketing Research, Branding and Integrated Marketing Communication,

Refereed Publications

- [18] Chen, Yuxin, Ganesh Iyer and Amit Pazgal (2010), "Limited Memory, Categorization and Competition," *Marketing Science*, 29, 4, 650-670.
- [17] Chen, Yuxin and Z. John Zhang (2009), "Dynamic Targeted Pricing with Strategic Consumers," *International Journal of Industrial Organization*, 27, 1. 43-50.
- [16] Chen, Yuxin, Yogesh V. Joshi, Jagmohan S. Raju, and Z. John Zhang (2009), "A Theory of Combative Advertising," *Marketing Science*, 28, 1, 1-19 (Lead Article).
- [15] Bhardwaj, Pradeep, Yuxin Chen and David Godes (2008) "Buyer-Initiated vs. Seller-Initiated Information Revelation," *Management Science*, 54, 6, 1104-1114.
- [14] Chen, Yuxin, Sha Yang and Ying Zhao (2008), "A Simultaneous Model of Consumer Brand Choice and Negotiated Price," *Management Science*, 54, 3, 538-549.
- [13] Chen, Yuxin and Sha Yang (2007), "Estimating Disaggregate Models Using Aggregate Data through Augmentation of Individual Choice," *Journal of Marketing Research*, 44, 613-621.
- [12] Villanueva, Julian, Pradeep Bhardwaj, Sridhar Balabsuramanian and Yuxin Chen (authors are in random order, equal contribution) (2007), "Customer Relationship Management in Competitive Environments: The Positive Implications of a Short-term Focus", *Quantitative Marketing and Economics*, 5, 99-129.
- [11] Chen, Yuxin and Jinhong Xie (2007), "Cross-Market Network Effect with Asymmetric Customer Loyalty: Implications for Competitive Advantage," *Marketing Science*, 26, 1, 52-66.
- [10] He, Chuan and Yuxin Chen (2006) "Managing E-Marketplace: A Strategic Analysis of Non-Price Advertising," *Marketing Science*, 25, 2, 175-187.
- [9] Chen, Yuxin, Sridhar Moorthy and Z. John Zhang (2005), "Research Note -- Price Discrimination after the Purchase: Rebates as State-Dependent Discounts," *Management Science*, 51, 7, 1131-1140.
- [8] Chen, Yuxin and K. Sudhir (2004), "When Shopbots Meet Emails: Implications for Price Competition on the Internet," *Quantitative Marketing and Economics*, 2, 233-255.
- [7] Yang, Sha, Yuxin Chen and Greg Allenby (2003), "Bayesian Analysis of

Simultaneous Demand and Supply," *Quantitative Marketing and Economics* 1, 3, 251-275. (Lead Article) (equal contribution; published with three commenting articles by Patrick Bajari, Steven Berry, and Jean-Pierre Dubé and Pradeep K. Chintagunta, and a reply from the authors.)

[6] Shoemaker, Robert, Debanjan Mitra, Yuxin Chen and Skander Essegaier (2003), "A Comment on: 'Price-Endings When Prices Signal Quality'," *Management Science*, 49, 12, 1753-1758.

[5] Chen, Yuxin, Ganesh Iyer and Paddy Padmanabhan (2002), "Referral Infomediaries," *Marketing Science*, 21, 4, 412-434.

[4] Chen, Yuxin and Ganesh Iyer (2002), "Consumer Addressability and Customized Pricing," *Marketing Science*, 21, 2, 197-208.

[3] Chen, Yuxin, Chakravarthi Narasimhan and Z. John Zhang (2001), "Consumer Heterogeneity and Competitive Price-Matching Guarantees," *Marketing Science*, 20, 3, 300-314.

[2] Chen, Yuxin, Chakravarthi Narasimhan and Z. John Zhang (2001), "Individual Marketing with Imperfect Targetability," *Marketing Science*, 20, 1, 23-41 (Winner of Frank M. Bass Award and John D.C. Little Award).

[1] Chen, Yuxin, James D. Hess, Ronald T. Wilcox and Z. John Zhang (1999), "Accounting Profits versus Marketing Profits: A Relevant Metric for Category Management," *Marketing Science*, 18, 3, 208-229.

Other Publications

Chen, Yuxin (2009), "Product Line Pricing," in *Handbook of Pricing Research in Marketing*, Vithala Rao, Eds., E-Elgar.

Papers Under Review

[W1] Chen, Yuxin and Joel Steckel, (2010) "Modeling Credit Card 'Share of Wallet': Solving the Incomplete Information Problem," invited for the fourth round review at *Journal of Marketing Research*.

[W2] Chen, Yuxin and Tony Haitao Cui (2010), "The Benefit of Uniform Price for Branded Variants," invited for the third round review at *Marketing Science*.

[W3] Che, Hai, Xinlei (Jack) Chen and Yuxin Chen (2010), "Investigating Effects of Out-of-Stock on Consumer SKU Choice," under the second round review at *Journal of Marketing Research*.

[W4] Chen, Xinlei (Jack) and Yuxin Chen (2009) "The Impact of Sampling and Network Topology on the Estimation of Social Inter-correlations," invited for the second round review at *Marketing Science*.

[W5] Li, Xinxin and Yuxin Chen (2010), “Employer-Managed IT Procurement: Product Compatibility, Network Effects and Exclusive Purchase Commitment,” under review at *Information Systems Research*.

[W6] Yao, Song, Carl F. Mela, Jeongwen Chiang and Yuxin Chen (2011), “Determining Consumers’ Discount Rates With Field Studies,” under review at *Journal of Marketing Research*, (authors in reverse alphabetical order).

[W7] Chen, Yuxin and Xinxin Li (2011), “Group Buying Commitment and Sellers’ Competitive Advantages,” under review at *Journal of Economics & Management Strategy*.

[W8] Jing, Bing and Yuxin Chen (2011), “Capacity and Price Promotions: Implications for Referral Alliance, Subcontracting and Loyalty Programs,” under review at *Marketing Science*.

[W9] Chen, Yuxin, Pradeep Bhardwaj and Sridhar Balasubramanian (2011), “The strategic implications of switching costs under customized pricing,” under review at *RAND Journal of Economics*.

[W10] Chen, Xinlei (Jack), Yuxin Chen and Charles B. Weinberg (2011), “Learning About Movies: The Impact of Movie Release Types on the Nationwide Box Office,” under review at *Journal of Marketing*.

[W11] Chen, Xinlei (Jack), Yuxin Chen, René Algesheimer, Leif Brandes and Egon Franck (2011), “An Empirical Model of Team Competition: The German Soccer League,” under review at *Marketing Science*.

[W12] Zeng, Xiaohua, Xinlei (Jack) Chen, and Yuxin Chen (2011), “Does Mere Connection Lead to Social Interaction in Online Social Networks? An Empirical Investigation on Flickr.com,” under review at *Marketing Science*.

Working Papers

[W13] Chen, Xinlei (Jack), Yuxin Chen, Paul Chwelos, and Charles B. Weinberg (2010), “The Impacts of Online Product Enhancement on Consumer Demand: Findings from Console Video Game Software Industry,” working paper.

[W14] Bala, Ram, Pradeep Bhardwaj and Yuxin Chen (2010), “Offering Pharmaceutical Samples: The Role of Physician Learning & Insurance Coverage,” working paper.

[W15] Chen, Yuxin, Tony Haitao Cui and Z. John Zhang (2010), “Competitive and Welfare Implications of Gift Cards,” working paper.

[W16] Qian, Yi, Qiang Gong and Yuxin Chen (2010), “Untangling Searchable and Experiential Quality Responses to Counterfeits,” working paper.

[W17] Chen, Yuxin, Oded Koenigsberg and John Z. Zhang (2009), “Pay As You Wish Pricing,” working paper.

[W18] Chen, Yuxin and Eric Greenleaf (2008), "The Impact of Anticipated Regret on Seller's Optimal Reserve and Decision Making Task," working paper.

Conference Presentations

"The Pattern of Technological Evolution: The Role of Context-Dependent Preferences," presented at Summer Institute of Competitive Strategy, Berkeley, CA, July 2010.

"The Pattern of Technological Evolution: The Role of Context-Dependent Preferences," presented at *INFORMS Marketing Science Conference*, Cologne, Germany, June 2010.

"Dynamic Consumption under Three-part Tariffs," presented at the 8th Triennial Choice Symposium, Key Largo, Florida, May 2010.

Discussant for "In-Store Media and Distribution Channel Coordination," *Quantitative Marketing and Economics Conference*, New York, October, 2008.

"Marketing with the Private Provision of Public Goods: The Strategic Implications of Corporate Social Responsibility," presented at *INFORMS Marketing Science Conference*, Vancouver, Canada, June 2008.

"Relationship Marketing with Incomplete Customer Information," The 7th Marketing in Israel Conference, Israel, December 2007.

"Investigating Purchase Intention of Clean Fuel Vehicles by Chinese Consumers," JMS Annual Conference, Shanghai, China, October 2007.

"Relationship Marketing with Incomplete Customer Information," Marketing Scholar Forum V, Shanghai, China, June 2007.

Discussant for "Decomposing Purchase Elasticity with a Dynamic Structural Model of Flexible Consumption," *The 2nd Quantitative Marketing and Economics Conference*, Boston, November, 2004.

"A Structural Approach to Modeling Negotiated Prices of Automobiles," with Sha Yang and Ying Zhao, presented at *The Summer Institute of Competitive Strategies*, UC Berkeley, July 2004.

"Estimating Disaggregate Models Using Aggregate Data via Augmentation of Individual Consumer Choices," with Sha Yang, presented at *INFORMS Marketing Science Conference*, Rotterdam, The Netherlands, June 2004.

"A Structural Approach to Modeling Negotiated Prices of Automobiles," with Sha Yang and Ying Zhao, presented at the 4-School Conference, Columbia University, May 2004.

"Pricing to Loyal Customers and Implications for CRM," presented at the *NYU Stern Conference on Pricing Issues and Strategies in Interactive Environments*, September 2003.

"'Share of Wallet' Estimation and Consumer Behavior of Credit Card Usage," presented at Modeler's Group Meeting, New York City, May 2003.

"The Benefit of Behavior-Based Targeted Pricing with Strategic Consumers," with Z. John Zhang, presented at *INFORMS Pricing Conference*, Cornell University, September 2002.

"Competitive Implications of Demand Collection Systems," with Z. John Zhang, presented at *INFORMS Marketing Science Conference*, Edmonton, Canada, July 2002.

"When Shopbots Meet Email: Implications for Price Competition on the Internet, " with K. Sudhir, presented at *INFORMS Marketing Science Conference*, Germany, July 2001.

"Brand loyalty and Competition in the Presence of Cross-Product Network Externalities," Jinhong Xie, presented at *INFORMS Marketing Science Conference*, Germany, July 2001.

"Consumer Heterogeneity and Competitive Strategies under Price-Matching Guarantees," with Chakravarthi Narasimhan and Z. John Zhang, presented at *INFORMS Marketing Science Conference*, Los Angeles, June 2000.

Other Presentations

"'Share of Wallet' Estimation and Consumer Behavior of Credit Card Usage," presented at Marketing Research Council, New York, December 2004.

"'Share of Wallet' Estimation and Consumer Behavior of Credit Card Usage," presented at Direct Marketing Association, New York, March 2005.

Invited to Present at the Following Schools:

Marketing Camp at the Wharton School, University of Pennsylvania, 2011

Cornell University, 2010

Marketing Camp at Kellogg School of Management, Northwestern University 2010

University of Minnesota, 2010

Yale University, 2010

Carnegie Mellon University, 2010

University of Houston, 2009

Wuhan University, 2009

Peking University, 2009

Tsinghua University, 2009

Nankai University, 2008

Kellogg School of Management, Northwestern University 2008

Washington University in St. Louis, 2008

Hong Kong University of Science and Technology, 2007

National University of Singapore, 2007.

Tsinghua Univeristy, 2007.

Zhejiang Univeristy, 2007.

Southwest Jiaotong Univeristy, 2007.

City University of Hong Kong, 2007.

Shanghai Jiaotong University, 2006.

Shanghai University of Finance and Economics, 2006.

Peking University, Guanghua School of Management, 2006

Kenan-Flagler Business School, University of North Carolina Chapel Hill, 2006

The School of Management, The University of Texas at Dallas, 2006

Sauder School of Business, University of British Columbia, 2005

Robert H Smith School of Business, University of Maryland, 2005

Graduate School of Business, Stanford University, 2004

Leeds School of Business, University of Colorado, 2004

The Wharton School, University of Pennsylvania, 2004

School of Business, Hong Kong University of Science and Technology, 2004

Sloan School of Management, MIT, 2003 (Guest Speaker at the First Buck Weaver Award and Ceremony Conference)

Olin School of Business, Washington University at St. Louis, 2003

The Marshall School of Business, University of Southern California, 2003 (Invited Speaker for Winter Research Camp)

Economics Department, SUNY Stony Brook. 2003

INSEAD, Singapore Campus, 2002

Yale School of Management, Yale University 2002

Graduate School of Industrial Administration, Carnegie Mellon University, 2002

The Johnson School of Management, Cornell University, 2002

The Anderson Graduate School of Management, UCLA, 2001

Haas School of Business, UC Berkeley 2001

Warrington College of Business, University of Florida, 2001

Kellogg School of Management, Northwestern University 2001

Graduate School of Business, University of Chicago, 2001

Graduate School of Business, Columbia University, 2001

School of Business, Hong Kong University of Science and Technology, 2000

Faculty of Management, McGill University, 1998 (Job-talk)

The Rotman School of Management, University of Toronto, 1998 (Job-talk)

School of Business, University of Michigan, 1998 (Job-talk)

Stern School of Business, New York University, 1998 (Job-talk)

Graduate School of Industrial Administration, Carnegie Mellon University, 1998 (Job-talk)

Graduate School of Business, Columbia University, 1998 (Job-talk)

Warrington College of Business, University of Florida, 1998 (Job-talk)

Graduate School of Business, University of Chicago 1998 (Job-talk)

Kellogg School of Management, Northwestern University 1998 (Job-talk)

School of Business, Hong Kong University of Science and Technology, 1998 (Job-talk)

Course Taught

Marketing Management, Kellogg School of Management, Northwestern University, to full time MBAs

Branding and Integrated Marketing Communication, Cheung Kong Graduate School of Business to MBAs

Pricing Strategies, at the Stern School of Business, New York University to MBAs

Pricing Strategies, at the Stern School of Business, New York University to Undergraduates

Marketing Research, at the Stern School of Business, New York University to Undergraduates

Introduction to Marketing Research, at the Stern School of Business, New York University to MBAs

Quantitative Applications in Marketing, at the Stern School of Business, New York University to Doctoral Students

Professional Service

Reviewed papers for the following journals:

European Economics Review

European Journal of Operational Research

Geographical Analysis

IEEE Transactions on Knowledge and Data Engineering

Information Economics and Policy

International Journal of Industrial Organization

International Journal of Research in Marketing,

Journal of Business

Journal of Consumer Psychology

Journal of Economics and Management Strategy

Journal of Industrial Economics

Journal of Interactive Marketing

Journal of Marketing
Journal of Marketing Research
Journal of Retailing
Management Science
Manufacturing & Service Operations Management
Marketing Letters
Marketing Science
Quantitative Marketing and Economics

Member of Educational Subcommittee, INFORMS Marketing Society 2002-2003

Professional Memberships

Member, Institute for Operations Research and Management Science (INFORMS)
Member, American Marketing Association
Member, American Economic Association
Member, Marketing Research Council

Other Professional Activities

Independent Consultant 1996-1999
On the NSF project “Bayesian Communication in the Social Sciences”
(Investigators: Professors Siddhartha Chib and John Geweke)
Designing a Bayesian statistical software package using MCMC Methods