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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, 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