

Botao Yang

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EMPLOYMENT

USC Marshall, Assistant Professor of Marketing, July 2009-present

EDUCATION

PhD (Marketing), University of Toronto, 2009
MA (Economics, honors), Peking University, China, 2003
BA (Economics, honors), Renmin University of China, China, 2001

RESEARCH INTERESTS

Technology Adoption, Digital Marketing, E-Commerce, Marketing Analytics
Empirical Industrial Organization, Dynamic Discrete Choice Models, Behavioral Economics

PUBLICATIONS

- Botao Yang, Andrew T. Ching (2014), “Dynamics of Consumer Adoption of Financial Innovation: The Case of ATM Cards.” *Management Science*, 60(4):903-922.
- Avi Goldfarb and Botao Yang (2009), “Are All Managers Created Equal?”, *Journal of Marketing Research* (authors listed alphabetically), Vol. 46, No. 5, 612–622.
- Lan Luo, Brian T. Ratchford, and Botao Yang (2013), “Why We Do What We Do: A Model of Activity Consumption”, *Journal of Marketing Research*, Vol. 50, No. 1, 24-43.
- Lori Qingyuan Yue, Kate Jue Wang, and Botao Yang, “Contesting Commercialization: Political Influence, Responsive Authoritarianism, and Cultural Resistance” (forthcoming at *Administrative Science Quarterly*).
- Mengze Shi, Botao Yang, and Jeongwen Chiang, “The Impact of Tie Strength Dynamics on Dyad Calling Behavior” (forthcoming at *Journal of Interactive Marketing*)
- Avi Goldfarb, Teck-Hua Ho, Wilfred Amaldoss, Alexander L. Brown, Yan Chen, Tony Haitao Cui, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang (2012), “Behavioral Models of Managerial Decision Making”, *Marketing Letters*, Vol. 23(2), 405-421.

WORKING PAPERS

- Botao Yang, Sha Yang, and Shantanu Dutta, “Platform Service Offering to Business Customers: Strategic Considerations in Engendering Seller Use of Marketing Tools” (under revision for resubmission)
- Botao Yang and Sridhar Moorthy, “Second Mover Strategies: Does What You Offer Depend on How You Communicate?”

WORK IN PROGRESS

- Botao Yang, Lan Luo, and Brian T. Ratchford, “Consumer Confidence and Activity Consumption”
- Botao Yang, Mengze Shi, and Jeongwen Chiang, “Initiating Caller’s Power and ‘Receiver-pays’ Principle”
- Botao Yang, Shantanu Dutta, and Sha Yang, “Chore War: Household Tasks and Earning Potential within the Household”

INVITED TALKS

- Loyola Marymount University, September 2017;
- Temple University, October 2016;
- Peking University, June 2016;
- University of California at Davis, March 2016;
- Stanford University, October 2010;
- McMaster University, November, 2008;
- SHUFE, November, 2008;
- CKGSB, November, 2008;
- Tsinghua University, November, 2008;
- National University of Singapore, November, 2008;
- University of Chicago, October, 2008;
- University of Southern California, September, 2008.

CONFERENCE PRESENTATIONS

- Marketing Science Conference, USC, Los Angeles, June 2017;
- Behavioral IO and Marketing Symposium, University of Michigan, August 2016;
- UC/USC Marketing Colloquium, USC, May 2016;
- Frank Bass FORMS Conference, UT-Dallas, February 2016;
- Yale China India Consumer Insights Conference, CKGSB, New York, September 2015;
- USC PhD Seminar Series, 2015, 2014, 2013, 2012, 2011;
- Marketing Science Conference, Shanghai, China, June 2016;
- Marketing Science Conference, JHU, Baltimore, June 2015;
- QME Conference, USC, October 2014 (discussant);
- UC/USC Marketing Colloquium, UCSD, April 2012;
- Summer Institute in Competitive Strategy (SICS), UC-Berkeley, July 2010;
- Yale China India Consumer Insights Conference, Tsinghua, Beijing, China, July 2010;
- The 8th triennial Invitational Choice Symposium, Key Largo, May 2010;
- 2009 Marketing Dynamics Conference, NYU, New York, August 2009;
- Canadian Economics Association 43rd Annual Meetings, U of Toronto, May 2009;
- Frank Bass FORMS Conference, UT-Dallas, February 2009;
- Federal Reserve Bank of Boston Summer Workshop on Consumer Behavior and Payment Choice, Boston, July 2008;
- Marketing Science Conference, UBC, Vancouver, June 2008;
- Marketing Science Conference, SMU, Singapore, June 2007;
- Second Workshop on Game Theory in Marketing, HEC, Montreal, June 2007.

HONORS AND AWARDS

- Finalist for the OMT Best Paper on Entrepreneurship Award, 2016
- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Winner, 2008
- AMA Doctoral Consortium Fellow, University of Missouri, June 2008
- Workshop in Theory-Rich Marketing Modeling, Student Fellow, Duke University, August 2007
- Marketing Science Conference Doctoral Consortium, Student Fellow, Singapore, June 2007
- Rotman School of Management Doctoral Fellowship, 2004-2009
- Outstanding Graduate Honor, Peking University, June 2003
- Outstanding Graduate Honor, Renmin University of China, June 2001

GRANTS

- Net Institute Grant, 2009
- The AIC Institute Corporate Citizenship Grant, University of Toronto, 2008-2009

SOFTWARE

Matlab, Stata, SAS, R, S-Plus, Mathematica

TEACHING

Marketing Fundamentals (USC undergraduate core), 2010-2018

SERVICE

PhD Dissertation Committee Member: Shijie Lu (initial placement: UNC-Chapel Hill), Dinakar Jayarajan (initial placement: IIT- Chicago), Xiaoqian Yu (initial placement: University of Utah)

Marketing PhD Admissions Committee Member, 2010, 2012, 2014

Ad Hoc Reviewer for *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Journal of Economic Behavior & Organization*, *SERIES*