

# SHA YANG

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## CONTACT INFORMATION

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## EDUCATION

Ph.D.           The Ohio State University, 2000, Marketing  
M.A.           The Ohio State University, 1998, Marketing  
M.S.           The Ohio State University, 1998, Statistics  
M.A.           The Ohio State University, 1995, Economics  
B.A.           Renmin University of China, 1994, International Economics

## EMPLOYMENT

2017.08 – now           Ernest Hahn Professor of Marketing, USC  
2010.09 – 2017.07       Professor of Marketing, USC  
2008.08 – 2010.08       Associate Professor of Marketing, New York University  
2002.07 – 2008.07       Assistant Professor of Marketing, New York University  
2000.08 – 2002.06       Assistant Professor of Marketing, UC - Riverside

## PUBLICATIONS

1. Jian, Lian, Sha Yang, Sulin Ba, Li Lu and L. Cristal Jiang (2018), “Managing the Crowds: the Effect of Prize Guarantees and In-Process Feedback on Participation in Crowdsourcing Contests,” *MIS Quarterly*, forthcoming.
2. Jia, He, Sha Yang, Xianghua Lu and CW Park (2018), “Do Consumers Always Spend More When Coupon Face Value is Larger? The Inverted U-Shaped Effect of Coupon Face Value on Consumer Spending Level,” *Journal of Marketing*, forthcoming.
3. Lu, Shijie and Sha Yang (2017), “Investigating the Spillover Effect of Competition on Sponsored Search Advertisers’ Keyword Decisions,” *Marketing Science*, 36(6), 976-998
4. Ducaaroz, Caroline, Sha Yang and Eric Greenleaf (2016), “Understanding the Impact of Promotional Messages in Internet English Auctions,” *Journal of Marketing*, 80(2), 80-100.
5. Yang, Sha, Shijie Lu and Xianghua Lu (2014), “Modeling Competition and Its Impact in Paid-Search Advertising,” *Marketing Science*, 33(1), 134-153.

6. Zhao, Yi, Sha Yang, Vishal Narayan and Ying Zhao (2013), "Modeling Consumer Learning from Online Product Reviews," *Marketing Science*, 32(1), 153-169.
7. Yang, Sha, Mantian Hu, Russ Winer, Henry Assael and Xiaohong Chen (2012), "An Empirical Study of Word-Of-Mouth Generation and Consumption," *Marketing Science*, 31(6), 952-963.
8. Gu, Jane and Sha Yang (2010), "Quantity-Discount Dependent Consumer Preferences and Competitive Non-linear Pricing," *Journal of Marketing Research*, 47(6), 1100-1113.
9. Yang, Sha and Anindya Ghose (2010), "Analyzing the Relationship Between Organic and Sponsored Search Advertising: Positive, Negative or Zero Interdependence?" *Marketing Science*, 29(4), 602-623.
10. Yang, Sha, Yi Zhao and Ravi Dhar (2010), "Modeling the Under Reporting Bias in Panel Survey Data", *Marketing Science*, 29(3), 525-539.
11. Yang, Sha, Yi Zhao, Tulin Erdem, and Ying Zhao (2010) "Modeling the Intra-Household Behavioral Interaction," *Journal of Marketing Research*, 47(3), 470-484.
12. Ghose, Anindya and Sha Yang (2009) "An Empirical Analysis of Sponsored Search in Online Advertising," (Lead Article), *Management Science*, 55(10), 1605-1622.
13. Moe, Wendy and Sha Yang (2009), "Inertial Disruption: The Impact of a New Competitive Entrant on Online Consumer Search", *Journal of Marketing*, 73(1), 109-121.
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.
15. Chen, Yuxin and Sha Yang (2007), "Estimating Disaggregate Models Using Aggregate Data via Augmentation of Individual Choice," *Journal of Marketing Research*, 44(4), 613-621.
16. Yang, Sha, Livia Markoczy and Min Qi (2007), "Unrealistic Optimism in Consumer Credit Card Adoption," *Journal of Economic Psychology*, 28, 170-185.
17. Yang, Sha, Vishal Narayan and Henry Assael (2006), "Estimating the Interdependence of Television Program Viewership Between Spouses: A Bayesian Simultaneous Equation Model," *Marketing Science*, 25(4), 336-349.
18. Bradlow, Eric, Bart Bronnenberg, Neeraj Arora, David Bell, Sri Devi Deepak, Frankel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen, and Sha Yang (2006), "Spatial Models in Marketing", *Marketing Letters*, 16(3), 267-278.
19. Gilbride Tim, Sha Yang and Greg M. Allenby (2005), "Modeling Simultaneity in Survey Data," (Lead Article), *Quantitative Marketing and Economics*, 3, 311-335.

20. Yang, Sha and Priya Raghuram (2005), "Can Bottles Speak Volumes? The Effect of Package Shape on How Much to Buy" (translated and published in RAM, a leading French marketing journal), *Journal of Retailing*, 81(4), 269-281.
21. Allenby, Greg, Tom Shively, Sha Yang and Mark Garratt (2004) "A Choice Model for Packaged Goods: Dealing With Discrete Quantities and Quantity Discounts," *Marketing Science*, 23(1), 95-108.
22. Yang, Sha, Yuxin, Chen and Greg M. Allenby (2003) "Bayesian Analysis of Simultaneous Demand and Supply," (Discussion Paper), *Quantitative Marketing and Economics*, 1, 251-275.
23. Fennell, Geraldine, Greg M. Allenby, Sha Yang and Yancy Edwards (2003), "The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Use," *Quantitative Marketing and Economics*, 1, 223-244.
24. Yang, Sha and Greg M. Allenby (2003), "Modeling Interdependent Consumer Preferences," *Journal of Marketing Research*, 40(3), 282-294.
25. Qi, Min and Sha Yang (2003), "Forecasting Consumer Credit Card Adoption: What Can We Learn About the Utility Function?" *International Journal of Forecasting*, 19, 71-85.
26. Allenby, Greg, Albert Bemmaor, Vijay Bhargava, Francois Christen, Jackie Dawley, Peter Dickson, Yancy Edwards, Geraldine Fennell, Mark Garratt, Jim Ginter, Alan Sawyer, Richard Staelin, and Sha Yang (2002), "Market Segmentation Research: Beyond Within and Across Group Differences", *Marketing Letters*, 13(3), 231-241.
27. Yang, Sha, Greg M. Allenby and Geraldine Fennell (2002), "Modeling Variation in Brand Preferences: The Roles of Objective Environment and Motivating Conditions," (Lead Article), *Marketing Science*, 21(1), 14-31.
28. Yang, Sha and Greg M. Allenby (2000), "A Model for Observation, Structural, and Household Heterogeneity in Panel Data," *Marketing Letters*, 11(2), 137-149.

## **PAPERS UNDER REVIEW AND WORK IN PROGRESS**

(Removed to protect the double-blind review process)

## **RESEARCH PRESENTATIONS**

"Modeling the Prestige Effect and Substitution Effect of Price in Consumer Demand for Luxury Product,"

- China India Conference, September 2017
- Marketing Science Conference, June 2016
- UT-Austin, April 2016

- UT-Dallas Marketing Conference, February 2016
- “Investigating the Spillover Effect of Keyword Market Entry in Sponsored Search Advertising”
- Marketing Science Conference, June 2015
  - University of Frankfurt, May 2015
  - Erasmus University, May 2015
  - Georgetown University, March 2015
  - UC-Davis Marketing Camp, February 2015
  - SMU, March 2015
  - University of Wisconsin at Madison, May 2014
  - University of British Columbia, April 2014
- “The Impact of Effort-Based Incentives on Crowdfunding Performance,”
- University of Utah, November 2013
  - Ohio State University, September 2013
- “Modeling the Competition and Its Impact in Paid-Search Advertising”
- University of Rochester, April 2013
- “Inferring Competition in Search Engine Advertising with Limited Information,”
- Marketing Science Conference, June 2011
  - Washington Univ. in Saint Louis, February 2011
  - UCLA, January 2011
  - HKUST Marketing Camp, December 2010
- “Modeling Consumer Learning from Online Product Reviews”
- University of California – Riverside, 2011
  - Duke University, May 2010
  - University of Texas – Dallas, April 2010
- “Modeling the Intra-Household Behavioral Interaction”
- University of Houston, September 2009
  - Cheung Kong Marketing Research Forum, June 2009
  - University of Southern California, February 2009
- “Modeling the Under Reporting Bias in Panel Survey Data”
- University of Southern California 2010 (IOMS seminar)
  - Cornell University, September 2009
  - University of Washington, Seattle, January 2009
  - The Ohio State Marketing Camp, April 2008
  - Marketing Science Conference, UBC, June 2008
- “An Empirical Analysis of Sponsored Search in Online Advertising”
- Marketing Conference at University of Texas at Dallas, February 2008

“Estimating the Spousal Influences on Consumer Preferences of Television Programs: A Bayesian Simultaneous Equations Model”

- NYU Research Camp, June 2006
- University of California at Davis, February 2006
- Rice University, April 2005
- Marketing Science Institute’s 2005 Young Scholars Program at Utah, January 2005

“Estimating Disaggregate Model Using Aggregate Data via Augmentation of Individual Choice”

- The Ohio State University, March 2005
- University of Michigan, November 2004
- University of Chicago, March 2004
- University of Texas at Austin, February 2004

“Bayesian Analysis of Simultaneous Demand and Supply”

- Marketing Science Conference, Maryland, June 2003
- Columbia-NYU-Yale-Wharton four school marketing conference, Philadelphia, May 2003

“Modeling the Interdependent Consumer Preferences”

- Marketing Science Conference, Edmonton, Canada, June 2002
- National Univ. of Singapore, April 2002
- Cornell University, April 2002
- UC-Berkeley, March 2002
- New York University, March 2002
- HKUST, March 2002
- UC-Riverside (Stats Dept.), February 2002

“A Choice Model for Packaged Goods: Dealing With Discrete Quantities and Quantity Discounts”

- USC, November 2001

"Can Bottles Speak Volumes? The Effect of Packaging on How Much to Buy"

- Marketing Science Conference, Wiesbaden, Germany, July 2001

“Modeling Within-Person Variation in Brand Preferences”

- Marketing Science Conference, Los Angeles, California, June 2000
- Cornell University, October 1999
- University of Chicago, October 1999
- University of California at Riverside, October 1999
- SUNY Buffalo, September 1999
- Purdue University, September 1999
- University of Iowa, September 1999
- Albert Haring Symposium, Bloomington, Indiana, April 1999

"A Model for Observation, Structural, and Household Heterogeneity in Panel Data”

- Marketing Science Conference, May 1999

- Albert Haring Symposium, Bloomington, Indiana, April 1998

## **JOURNAL REVIEWING**

- Associate Editor (*Marketing Science, Journal of Marketing, Quantitative Marketing and Economics*)
- Editorial Board (*Marketing Science, Journal of Marketing Research, Marketing Letters*)

## **AWARDS, HONORS AND GRANTS**

- Marketing Science Conference Doctoral Consortium Distinguished Faculty 2015.
- ISMS Doctoral Dissertation Winner (Supervising Faculty) 2014.
- Clayton Doctoral Dissertation Competition Honorable Mention (Supervising Faculty) 2014.
- American Marketing Association Doctoral Consortium Distinguished Faculty 2014.
- American Marketing Association Doctoral Consortium Distinguished Faculty 2012.
- Haring Symposium Distinguished Speaker 2011.
- Marketing Science Institute Young Scholar 2005.
- American Marketing Association Doctoral Consortium Fellow 1999.
- MSI Research Grant #4-1741 – Modeling Competition Among Paid-Search Advertisers (2012).
- USC’s Center for International Business Education and Research Grant (2010).
- MSI Research Grant #4-1679 – Consumer Attribute-Based Learning and Retailer Management Strategies (2010).
- MSI Research Grant #4-1566 – Wharton Interactive Media Initiative (WIMI) Grant Competition Winner – Modeling Consumer Learning from Online Product Reviews (2009).
- Networks, Electronic Commerce and Telecommunications (NET) Institute Research Grant – An Empirical Analysis of Search Engine Advertising (2007).
- MSI Research Grant #4-1480 – An Empirical Analysis of Search Engine Advertising (2007).

## **PROFESSIONAL ACTIVITIES**

- American Marketing Association, Member, 98-present.
- INFORMS, Member, 98-present
- American Statistical Association, Member, 01-present

## **DOCTOR STUDENTS – FORMER AND PRESENT**

### Doctoral Dissertation Chair

- Xiaoqian Yu (Marketing, 2017, Univ. of Utah)
- Shijie Lu (Marketing, 2015, UNC-Chapel Hill)
- Mantian Hu (Marketing, 2012, Chinese University of Hong Kong)
- Vishal Narayan (Marketing, 2007, Cornell University)

#### Doctoral Dissertation Committee

- Shuyang Sheng (Economics, 2012, UCLA)
- Jane Gu (Marketing, 2008, SUNY Albany)
- Jason Tsai (Computer Science, 2013, Rocketfuel, Senior computer Scientist)

#### **TEACHING**

- Quantitative Models
- Introduction to Marketing
- Internet Marketing
- Customer Insights and Analysis