

## YITING DENG

UCL School of Management  
Level 38, One Canada Square, Rm W2  
Canary Wharf, London, E14 5AA  
United Kingdom

Phone: +44 (0) 20 3108 6081  
Email: [yiting.deng@ucl.ac.uk](mailto:yiting.deng@ucl.ac.uk)  
Personal Website:  
<https://www.yiting-deng.com/>

### EMPLOYMENT

**University College London**, UCL School of Management, London, UK  
Assistant Professor of Marketing, 2016-

**University of Notre Dame**, Mendoza College of Business, Notre Dame, IN, USA  
Assistant Professor of Marketing, 2015-2016

### EDUCATION

**Duke University**, Durham, NC, USA

- **Ph.D., Marketing**, 2015, Fuqua School of Business
- **M.S., Statistics**, 2012, Department of Statistical Science

**Peking University**, Beijing, China

- **M.A., Economics**, 2009, China Center for Economic Research (CCER)
- **B.A., Finance**, 2006, School of Economics
- **B.S., Statistics**, 2006, School of Mathematical Sciences

### PUBLICATIONS

“Can Third-Party Sellers Benefit from a Platform’s Entry to the Market?” with Christopher Tang, Wei Wang, and Onesun Steve Yoo, accepted, *Service Science*.

“Spillover Effects and Freemium Strategy in the Mobile App Market,” with Anja Lambrecht and Yongdong Liu, forthcoming, *Management Science*.

“The Effects of Surge Pricing on Driver Behavior in the Ride-Sharing Market: Evidence from a Quasi-Experiment,” with Wei Miao, Yongdong Liu, Wei Wang, and Christopher Tang, forthcoming, *Journal of Operations Management*.

“How Does Vehicle Sales Tax Affect Television Advertising Strategies? Modeling Advertising Intensity Around Emissions-Related Tax Changes,” with Min Jiang and Xiaodong Jiang, forthcoming, *Journal of Advertising Research*.

“History of Field Experiments in Marketing”, with Anja Lambrecht and Catherine Tucker, a chapter in *History of Marketing Science (2nd Edition)* edited by Russell Winer and Scott A. Neslin, 2023.

“The Persistence of False Promotions: Theory and Empirical Evidence,” with Richard Staelin and Joe Urbany, a chapter in *Legal Applications of Marketing Theory* edited by Joel Steckel and Jake Gersen, Cambridge University Press, 2023.

“An Empirical Comparison of Machine Learning Methods for Text-based Sentiment Analysis of Online Consumer Reviews,” with Huwail Alantari, Imran Currim, and Sameer Singh (2022), *International Journal of Research in Marketing*, 39(1): 1-19.

- Lead article

“The Impact of COVID-19 on the Ride-Sharing Industry and Its Recovery: Causal Evidence from China,” with Wei Wang, Wei Miao, Yongdong Liu, and Yunfei Cao (2022), *Transportation Research Part A*, 155: 128-141.

“Consumer Sophistication, Word-of-mouth and ‘False’ Promotions,” with Richard Staelin, Wei Wang, and William Boulding (2018), *Journal of Economic Behavior & Organization*, 152: 98-123.

“TV Viewing and Advertising Targeting,” with Carl F. Mela (2018), *Journal of Marketing Research*, 55(1): 99-118.

- Finalist, Robert D. Buzzell MSI Best Paper Award, 2019
- Runner-Up, Don Lehmann Award, 2020

“A Key Word History of *Marketing Science*,” with Carl F. Mela and Jason M.T. Roos (2013), *Marketing Science*, 32(1): 8-18.

“Handling Attrition in Longitudinal Studies: The Case for Refreshment Samples,” with D. Sunshine Hillygus, Jerome P. Reiter, Yajuan Si, and Siyu Zheng (2013), *Statistical Science*, 28(2): 238-256.

## WORKING PAPERS

“Can an E-commerce Platform and its Third-Party Sellers Benefit from Each Other’s Market Entry?,” with Christopher Tang, Wei Wang, and Onesun Steve Yoo, revising for 3rd round review, *Production and Operations Management*.

“An Empirical Study of Customer Spillover Learning about Service Quality,” with Andrés Musalem, Yan Shang, and Jing-Sheng Jeannette Song, revising for 2nd round review, *Marketing Science*.

“Expert Opinions and Consumer Reviews: Evidence from Michelin Guide,” with Xingyi Li, Puneet Manchanda, and Bert De Reyck, under review, *Management Science*.

“A Unified Parsimonious Structural Model for Demand Estimation Accounting for Stockout and Substitution,” with Yuexing Li and Jing-Sheng Jeannette Song.

“A Scalable Recommendation Engine for New Users and Items,” with Boya Xu and Carl F. Mela.

“Invention Pledges: A Case Study of Open Disclosure at IBM,” with Ajay Bhaskarabhatla and Yongdong Liu.

“Price Promotions and Online Product Evaluations,” with Anja Lambrecht and Yongdong Liu.

“Peer Effect on Performance and Effort Allocation: Evidence from Marathon Runners,” with Jie Zheng.

“Asymmetric Consequences of Cyber-Vulnerability on Health Services,” with Anja Lambrecht and Catherine Tucker.

## SELECTED WORK IN PROGRESS

“Spillovers effects between Online Marketplace and Online Store,” with Yongdong Liu and Bilal Gokpinar.

## PRESENTATIONS

2023

- Seminars: University of Virginia (McIntire, virtual); Bocconi University (scheduled)

2022

- Seminars: Seoul National University (virtual); Purdue University (virtual); European Quant Marketing Seminar (virtual); Dartmouth College; Syracuse University; Northeastern University
- Conferences: POMS Conference (virtual); 1st London Quant Marketing Conference, London Business School; AMA Global Marketing SIG (GMSIG) Conference (Crete); Customer Journeys in a Digital World Conference, Bocconi University; INFORMS Marketing Science Conference (virtual); INFORMS Annual Meeting (Indianapolis); Economics of Payments XI conference, Bank of Canada (discussant)

2021

- Seminars: University of California, Irvine (virtual); University of Houston (virtual); City University of Hong Kong (virtual); Peking University (National School of Development, virtual)
- Conferences: EMAC Conference (virtual); INFORMS Marketing Science Conference (virtual)

2020

- Seminars: Virtual Quantitative Marketing Seminar; London School of Economics (virtual)
- Conferences: INFORMS Marketing Science Conference (virtual); Interactive Marketing Research Conference (virtual)

2019

- Seminars: Cardiff University; University of California, Irvine; University of Southern California; Western University; Erasmus University (RSM); Johns Hopkins University; Peking University (Guanghua)
- Conferences: Education & Marketing Conference (Austin); INFORMS Marketing Science Conference (Rome)

2018

- Seminars: Tsinghua University; Shanghai University of Finance and Economics; Sun Yat-sen University; University of International Business and Economics; University of Cambridge
- Conferences: Workshop on Perceptions and Behavioural Policies (Bar-Ilan University); AMA-Sheth Foundation Doctoral Consortium (Leeds University); EMAC Conference (Glasgow)

2017

- Seminars: Facebook London; Peking University (Guanghua); University of Colorado Boulder
- Conferences: Marketing Dynamics Conference (Hong Kong); INFORMS Marketing Science Conference (Los Angeles)

2016

- Seminars: Peking University (Guanghua); Peking University (National School of Development)
- Conference: INFORMS Marketing Science Conference (Shanghai)

2015

- Seminar: University College London

2014

- Seminars: Peking University (Guanghua); University at Buffalo; Cornell University (Dyson); Syracuse University; University of Notre Dame; University of Rochester; University of Miami; McGill University; Hong Kong University of Science & Technology; Erasmus University (ESE); University of California, Riverside

2012

- Conference: INFORMS Marketing Science Conference (Boston)

2011

- Conferences: INFORMS Marketing Science Conference (Houston); Joint Statistical Meetings (Miami)

## **TEACHING**

### **University College London**

- Instructor, Marketing Science (MBA with PKU), Fall 2017, 2018, 2019, 2020, 2021, 2022
- Instructor, Markets and Customers (MSc Management), Spring 2020, 2021, 2022, 2023 (scheduled)
- Instructor, Marketing Science (BSc Management Science), Fall 2016, 2017
- Guest lecturer, Translation of Nanomedicine (MSc Nanotechnology & Regenerative Medicine), Spring 2019, 2020

### **Cambridge University**

- Instructor, Marketing (Management Studies Tripos), Spring 2021

### **University of Notre Dame**

- Instructor, Principles of Marketing (Undergraduate), Spring 2016

### **Duke University**

- Instructor, Math Camp, Master of Management in Clinical Informatics (MMCi) Program, Summer 2012, 2014
- Teaching Assistant, Product Management (MBA, Prof. Carl F. Mela), Spring 2012, 2014
- Teaching Assistant, Market Analysis (MMS, Prof. Richard Staelin), Fall 2010, 2011, 2012

## **HONORS, AWARDS AND GRANTS**

- Knowledge Transfer Partnerships (KTP) funding (£234,939), Innovate UK (Co-PI), 2023-2025
- Poets & Quants Best 40 Under 40 MBA Professor, 2022
- Runner-Up, Don Lehmann Award, 2020
- Fellow, Higher Education Academy, 2019
- Finalist, Robert D. Buzzell MSI Best Paper Award, 2019
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 2016, 2018
- UCL India Voices Research Grant (Co-PI), 2017
- Extraordinary Potential Prize of Chinese Government Award for Outstanding Self-Financed Students Abroad, Chinese Ministry of Education, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Michigan, 2013
- Student Independent Research Grant, Duke University's Fuqua School of Business, 2013

- ASA Statistics in Marketing Student Travel Awards, 2011
- Summer Institute in Competitive Strategy (SICS) Travel Grant, UC Berkeley, 2011
- INFORMS Marketing Science Conference Doctoral Consortium Fellow, Rice University, 2011
- Columbia-Duke-UCLA Quant Marketing Workshop Fellow, 2010
- Graduate Fellowship, Duke University, 2009-2014
- 1st Prize, Research Excellence Award, the Insurance Institute of China, 2009
- Shin Research Excellence Award, Geneva Association and International Insurance Society, 2008
- 1st Prize, National Contest for Research Papers in Finance and Insurance, Ping An Insurance (Group) Company of China, Ltd, 2006
- Academic Excellence Award, Peking University, 2005
- May 4th Scholarship, Peking University, 2005

### **PROFESSIONAL SERVICE**

- Reviewer for journals: *Marketing Science*, *Management Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Information Systems Research*, *Production and Operations Management*, *International Journal of Research in Marketing*, *Review of Economics and Statistics*, *Journal of Advertising*, *Journal of Interactive Marketing*, *Journal of Empirical Finance*, *Journal of Business & Economic Statistics*, *Journal of Sports Economics*, *Journal of Business Research*, *Naval Research Logistics*, *Journal of the Operational Research Society*, *SAGE Open*
- Reviewer for conferences, grants and awards: Research Grants Council (RGC) of Hong Kong, 2022 INFORMS Behavioral Operations Management Section Best Working Paper Competition, 2021 Alden G. Clayton Dissertation Proposal Award, AMA 2014 Summer Marketing Educators' Conference, 2019 JMS Doctoral Symposium, 2022 JMS Doctoral Symposium
- Committee member, QME 2023 Conference

### **SERVICE TO SCHOOL**

#### **University College London**

- Faculty Recruiting Committee, 2016 -
- Seminar Co-coordinator, 2016 -
- PhD Admission Committee, 2017 -
- Speaker, UCL Engineering #SpringIntoSTEM Lecture Series, 2022
- Speaker, UCL MSc Enrichment Activities, 2021

#### **University of Notre Dame**

- Mentor, Building Bridges Mentoring Program, 2015-2016

## **STUDENT SUPERVISION**

- Xingyi Li (PhD co-supervisor, UCL, 2018-)
- Boya Xu (PhD Prelim Exam committee member, Duke, 2020)
- Min Jiang (Supervisor, Visiting PhD student, Shanghai University of Finance and Economics, 2019–2020)
- Thesis advisor for UCL MSc Management: Richard Gottwald (2017); Jin Meng (2017); Bowen Zhang (2017); Kelsey McGrath (2018); Jiaying Ning (2018); Carly Ostasiewski (2018); Daniela Pinedo (2018); Rui Qi (2018); Sasha Singh (2018); Feng Xiong (2018)
- Thesis advisor for UCL MSc Business Analytics: Jingxue Cao (2020); Anh Nguyen (2020); Jingyi Zhu (2020); Tammy Michaeli (2020); Zhuangyi Sun (2020)
- Thesis advisor for UCL BSc Management Science: Hanqi Cheng (2023); Xinyi Zhang (2023); Sibong Dong (2023)

## **CONSULTING**

Bivarus, NC