YITING DENG

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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

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

"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.

"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, 2021.

"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

"The Causal Effect of Surge Pricing in the Ride-hailing Market," with Wei Miao, Yongdong Liu, Wei Wang, and Christopher Tang, under 2nd round review, *Journal of Operations Management*.

"Invention Pledges: A Case Study of Open Disclosure at IBM," with Ajay Bhaskarabhatla and Yongdong Liu, under 2nd round review, *Research Policy*.

"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*.

"Friend or Foe: When a Platform Enters the Market to Compete with its Third-Party Sellers," with Onesun Steve Yoo, Wei Wang, and Christopher Tang, under review.

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

"Expert Opinions and Consumer Reviews: Evidence from Michelin Guide," with Xingyi Li, Puneet Manchanda, and Bert De Reyck.

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

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

"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.

SELECTED WORK IN PROGRESS

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

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

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

PRESENTATIONS

- 2022: Purdue University (virtual); European Quant Marketing Seminar (virtual); POMS Conference (virtual, scheduled); 1st London Quant Marketing Conference, London Business School (scheduled); AMA Global Marketing SIG (GMSIG) Conference (Crete, scheduled); Customer Journeys in a Digital World Conference, Bocconi University (scheduled); INFORMS Marketing Science Conference (virtual, scheduled)
- 2021: University of California, Irvine (virtual); University of Houston (virtual); City University of Hong Kong (virtual); Peking University (National School of Development, virtual);

EMAC Conference (virtual); INFORMS Marketing Science Conference (virtual)

- 2020: Virtual Quantitative Marketing Seminar; London School of Economics (virtual); IN-FORMS Marketing Science Conference (virtual); Interactive Marketing Research Conference (virtual)

- 2019: Cardiff University; University of California, Irvine; University of Southern California; Western University; Erasmus University (RSM); Johns Hopkins University; Peking University (Guanghua); Education & Marketing Conference (Austin); INFORMS Marketing Science Conference (Rome)

- 2018: Tsinghua University; Shanghai University of Finance and Economics; Sun Yat-sen University; University of International Business and Economics; Workshop on Perceptions and Behavioural Policies (Bar-Ilan University); AMA-Sheth Foundation Doctoral Consortium (Leeds University); University of Cambridge; EMAC Conference (Glasgow)

- 2017: Facebook London; Peking University (Guanghua); University of Colorado Boulder; Marketing Dynamics Conference (Hong Kong); INFORMS Marketing Science Conference (Los Angeles)

- 2016: Peking University (Guanghua); Peking University (National School of Development); INFORMS Marketing Science Conference (Shanghai)

- 2015: University College London

- 2014: 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: INFORMS Marketing Science Conference (Boston)

- 2011: 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

- Instructor, Markets and Customers (MSc Management), Spring 2020, 2021, 2022

- 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
- 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 with Charlene Murphy), 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, 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, SAGE Open*
- Reviewer for conferences and grants: Research Grants Council (RGC) of Hong Kong, AMA 2014 Summer Marketing Educators' Conference, 2019 JMS Doctoral Symposium

SERVICE TO SCHOOL
University College London
- Faculty Recruiting Committee, 2016 -
- Seminar Co-coordinator, 2016 -

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); Jiaxing 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)

CONSULTING

Bivarus, NC