

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

RESEARCH INTERESTS

Substantive: Media Consumption, Marketing Effectiveness, Two-sided Markets, Digital Marketing

Methodological: Empirical Industrial Organization, Structural Models, Econometrics, Field Experiments

PUBLICATIONS

“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

“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

“Spillover Effects and Freemium Strategy in Mobile App Market,” with Anja Lambrecht and Yongdong Liu (2018), Revise and resubmit.

“Giving Up the Grand Bargain: Open Disclosure of Innovations and Reabsorption of Follow-on Innovations,” with Ajay Bhaskarabhatla and Yongdong Liu.

SELECTED WORK IN PROGRESS

“Promotions and Online Reviews,” with Anja Lambrecht and Yongdong Liu.

PRESENTATIONS

- 2019: Cardiff University; University of California, Irvine; University of Southern California; Western University; Education & Marketing Conference (Austin); INFORMS Marketing Science Conference (Rome, scheduled)
- 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; 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, Fall 2018, Fall 2019 (scheduled)
- Instructor, Markets and Customers (MSc Management), Spring 2020 (scheduled)
- Instructor, Marketing Science (BSc Management Science), Fall 2016, Fall 2017
- Guest lecturer, Translation of Nanomedicine (MSc Nanotechnology & Regenerative Medicine), Spring 2019

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

- 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

- Ad-hoc Reviewer, *Management Science*, *Journal of Empirical Finance*, *Journal of Business & Economic Statistics*, *Journal of Business Research*, *SAGE Open*
- Reviewer, AMA 2014 Summer Marketing Educators' Conference

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

- MRes co-supervisor, Xingyi Li (2018-, with Bert De Reyck)
- 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)

CONSULTING

Bivarus, NC