

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 the Mobile App Market,” with Anja Lambrecht and Yongdong Liu (2020).

“Price Promotions and Online Product Evaluations,” with Anja Lambrecht and Yongdong Liu (2020).

“Invention Pledges: A Case Study of Open Disclosure, Knowledge Reabsorption, and Follow-on Innovation at IBM,” with Ajay Bhaskarabhatla and Yongdong Liu (2019).

SELECTED WORK IN PROGRESS

“Asymmetric Consequences of Cybersecurity on Healthcare,” with Anja Lambrecht and Catherine Tucker.

PRESENTATIONS

- 2020: London School of Economics (scheduled); Interactive Marketing Research Conference (London, scheduled)
- 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, Fall 2018, Fall 2019
- Instructor, Markets and Customers (MSc Management), Spring 2020
- Instructor, Marketing Science (BSc Management Science), Fall 2016, Fall 2017
- Guest lecturer, Translation of Nanomedicine (MSc Nanotechnology & Regenerative Medicine), Spring 2019, Spring 2020 (scheduled)

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

- 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

- Ad-hoc Reviewer, *Marketing Science*, *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

- PhD 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); Jiaxing Ning (2018); Carly Ostasiewski (2018); Daniela Pinedo (2018); Rui Qi (2018); Sasha Singh (2018); Feng Xiong (2018)

CONSULTING

Bivarus, NC