

## Botao Yang

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### EMPLOYMENT

USC Marshall, Assistant Professor of Marketing, July 2009-present

### EDUCATION

PhD (Marketing), University of Toronto, 2009  
MA (Economics, honors), Peking University, China, 2003  
BA (Economics, honors), Renmin University of China, China, 2001

### RESEARCH INTERESTS

Technology Adoption, Social Interactions, Dynamic Discrete Choice Models  
Empirical Industrial Organization, Applied Game Theory, Behavioral Economics

### PUBLICATIONS

- Botao Yang, Andrew T. Ching (2014), “Dynamics of Consumer Adoption of Financial Innovation: The Case of ATM Cards.” *Management Science* (dissertation essay 1), 60(4):903-922.
- Avi Goldfarb and Botao Yang (2009), “Are All Managers Created Equal?”, *Journal of Marketing Research* (dissertation essay 2, authors listed alphabetically), Vol. 46, No. 5, 612–622.
- Lan Luo, Brian T. Ratchford, and Botao Yang (2013), “Why We Do What We Do: A Model of Activity Consumption”, *Journal of Marketing Research*, Vol. 50, No. 1, 24-43.
- Avi Goldfarb, Teck-Hua Ho, Wilfred Amaldoss, Alexander L. Brown, Yan Chen, Tony Haitao Cui, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang (2012), “Behavioral Models of Managerial Decision Making”, *Marketing Letters*, Vol. 23(2), 405-421.

### WORKING PAPERS

- Botao Yang, Sha Yang and Shantanu Dutta, “Modeling Competition in Use of Marketing Tools in Online Marketplace: A Cognitive Hierarchy Perspective”
- Mengze Shi, Botao Yang, and Jeongwen Chiang, “Dyadic Joint Decision Making in Wireless Communication”
- Botao Yang and Sridhar Moorthy, “Second Mover Strategies: Does What You Offer Depend on How You Communicate?”

### WORK IN PROGRESS

- “Activity Consumption and Consumer Confidence” with Lan Luo

### INVITED TALKS

- Stanford university, October 2010;
- McMaster University, November, 2008;
- SHUFE, November, 2008;
- CKGSB, November, 2008;
- Tsinghua University, November, 2008;
- National University of Singapore, November, 2008;
- University of Chicago, October, 2008;
- University of Southern California, September, 2008.

## **CONFERENCE PRESENTATIONS**

- USC PhD Seminar Series, 2014, 2013, 2012, 2011;
- QME Conference, USC, October 2014 (discussant);
- UC/USC Marketing Colloquium, UCSD, April 2012;
- Summer Institute in Competitive Strategy (SICS), Berkeley, July 2010;
- 2010 China India Consumer Insights Conference, Beijing, China, July 2010;
- The 8th triennial Invitational Choice Symposium, Key Largo, May 2010;
- 2009 Marketing Dynamics Conference, New York, August 2009;
- Canadian Economics Association 43rd Annual Meetings, Toronto, May 2009;
- UTD-FORMS Conference, Dallas, February 2009;
- Federal Reserve Bank of Boston Summer Workshop on Consumer Behavior and Payment Choice, Boston, July 2008;
- Marketing Science Conference, Vancouver, June 2008;
- Marketing Science Conference, Singapore, June 2007;
- Second Workshop on Game Theory in Marketing, HEC, Montreal, June 2007.

## **HONORS AND AWARDS**

- MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Winner, 2008
- AMA Doctoral Consortium Fellow, University of Missouri, June 2008
- Workshop in Theory-Rich Marketing Modeling, Student Fellow, Duke University, August 2007
- Marketing Science Conference Doctoral Consortium, Student Fellow, Singapore, June 2007
- Rotman School of Management Doctoral Fellowship, 2004-2009
- Outstanding Graduate Honor, Peking University, June 2003
- Outstanding Graduate Honor, Renmin University of China, June 2001

## **GRANTS**

- Net Institute Grant, 2009
- The AIC Institute Corporate Citizenship Grant, University of Toronto, 2008-2009
- School of Graduate Studies Graduate Travel Grant, University of Toronto, June 2007

## **SOFTWARE**

Matlab, Stata, SAS, R, S-Plus, Mathematica

## **TEACHING**

Marketing Fundamentals (USC undergraduate core), 2010-2015

## **SERVICE**

PhD Dissertation Committee Member: Dinakar Jayarajan, Shijie Lu, Xiaoqian Yu

Marketing PhD Admissions Committee Member, 2010, 2012, 2014

Ad Hoc Reviewer for *Marketing Science*, *Management Science*, *QME*, *Journal of Economic Behavior & Organization*, *SERIEs*