SHA YANG

CONTACT INFORMATION

Marshall School of Business
University of Southern California
701 Exposition Blvd., Hoffman Hall
Los Angeles, CA 90089-0443
213-740-3902
shayang@marshall.usc.edu

EDUCATION

Ph.D.   The Ohio State University, 2000, Marketing (Thesis Advisor: Greg Allenby)
M.A.   The Ohio State University, 1998, Marketing
M.S.   The Ohio State University, 1998, Statistics
M.A.   The Ohio State University, 1995, Economics
B.A.   Renmin University of China, 1994, International Economics

RESEARCH EXPERTISE

Substantive Areas: Consumer Choice; Paid-Search Advertising; Competition; E-commerce Platforms; Media and Entertainment

Methodological Areas: Bayesian Methods; Economic and Structural Models; Data Analytics

EMPLOYMENT

2017.08 – now   Ernest Hahn Professor of Marketing, USC
2022.07 – 2023.06   Senior Vice Dean for Faculty and Academic Affairs, USC
2020.07 – 2022.06   Vice Dean for Faculty and Academic Affairs, USC
2010.09 – 2017.07   Professor of Marketing, USC
2008.08 – 2010.08   Associate Professor of Marketing, New York University
2002.07 – 2008.07   Assistant Professor of Marketing, New York University
2000.08 – 2002.06   Assistant Professor of Marketing, UC - Riverside

PUBLICATIONS

1. Lu, Shijie, Sha Yang, and Yao (Alex) Yao (2025), "Within-Category Satiation and Cross-Category Spillover in Multi-Product Display Advertising," *Journal of Marketing*, 89(2), 119-140.

2. Cao, Jisu and Sha Yang (2025), "Understanding the Impact of Reviews on Consumer Product Choice under Negotiated Pricing," *Management Science*, 71(1), 753-778.

3. Yao, Yao (Alex), Sha Yang and K. Sudhir (2024), "Separating Substitution and Psychological Effects of Price with a Two-Step Conjoint Approach: Application to Luxury Goods," *International Journal of Research in Marketing*, 41(2), 344-361.

4. Zheng, Xin, Jisu Cao, Yili (Kevin) Hong, Sha Yang and Xinyao Ren (2023), "Differential Effects of Multi-dimensional Review Evaluations on Product Sales for Mainstream vs. Niche Products," *MIS Quarterly*, 47(2), 833-856.

5. Zhao, Yi, Sha Yang, Matt Shum and Shantanu Dutta (2022), "A Dynamic Model of Player Level-Progression Decisions in Online Gaming", *Management Science*, 68(11), 8062-8082.

6. Yang, Botao, Sha Yang and Shantanu Dutta (2020), "Platform Service Offering to Business Customers: Strategic Considerations in Engendering Seller Use of Marketing Tools on E-commerce Platforms," *Marketing Science*, 41(2), 361-379.

7. Hu, Mantian, Sha Yang, and Daniel Xu (2019), "Understanding the Social Learning Effect in Contagious Switching Behavior," *Management Science*, 65(10), 4451-4949.

8. Jian, Lian, Sha Yang, Sulin Ba, Li Lu and L. Cristal Jiang (2019), "Managing the Crowds: the Effect of Prize Guarantees and In-Process Feedback on Participation in Crowdsourcing Contests," *MIS Quarterly*, 43(1), 97-112.

9. Jia, He, Sha Yang, Xianghua Lu and CW Park (2018), "Do Consumers Always Spend More When Coupon Face Value is Larger? The Inverted U-Shaped Effect of Coupon Face Value on Consumer Spending Level," *Journal of Marketing*, 82(4), 70-85.

10. Lu, Shijie and Sha Yang (2017), "Investigating the Spillover Effect of Competition on Sponsored Search Advertisers' Keyword Decisions," *Marketing Science*, 36(6), 976-998

11. Ducaaroz, Caroline, Sha Yang and Eric Greenleaf (2016), "Understanding the Impact of Promotional Messages in Internet English Auctions," *Journal of Marketing*, 80(2), 80-100.

12. Yang, Sha, Shijie Lu and Xianghua Lu (2014), "Modeling Competition and Its Impact in Paid-Search Advertising," *Marketing Science*, 33(1), 134-153.

13. Zhao, Yi, Sha Yang, Vishal Narayan and Ying Zhao (2013), "Modeling Consumer Learning from Online Product Reviews," *Marketing Science*, 32(1), 153-169.

14. Yang, Sha, Mantian Hu, Russ Winer, Henry Assael and Xiaohong Chen (2012), "An Empirical Study of Word-Of-Mouth Generation and Consumption," *Marketing Science*, 31(6), 952-963.

15. Gu, Jane and Sha Yang (2010), "Quantity-Discount Dependent Consumer Preferences and Competitive Non-linear Pricing," *Journal of Marketing Research*, 47(6), 1100-1113.

16. Yang, Sha and Anindya Ghose (2010), "Analyzing the Relationship Between Organic and Sponsored Search Advertising: Positive, Negative or Zero Interdependence?" *Marketing Science*, 29(4), 602-623.

17. Yang, Sha, Yi Zhao and Ravi Dhar (2010), "Modeling the Under Reporting Bias in Panel Survey Data", *Marketing Science*, 29(3), 525-539.

18. Yang, Sha, Yi Zhao, Tulin Erdem, and Ying Zhao (2010) "Modeling the Intra-Household Behavioral Interaction," *Journal of Marketing Research*, 47(3), 470-484.

19. Ghose, Anindya and Sha Yang (2009) "An Empirical Analysis of Sponsored Search in Online Advertising," (Lead Article), *Management Science*, 55(10), 1605-1622.

20. Moe, Wendy and Sha Yang (2009), "Inertial Disruption: The Impact of a New Competitive Entrant on Online Consumer Search", *Journal of Marketing*, 73(1), 109-121.

21. Chen, Yuxin, Sha Yang and Ying Zhao (2008), "A Simultaneous Model of Consumer Brand Choice and Negotiated Price" *Management Science*, 54(3), 538-549.

22. Chen, Yuxin and Sha Yang (2007), "Estimating Disaggregate Models Using Aggregate Data via Augmentation of Individual Choice," *Journal of Marketing Research*, 44(4), 613-621.

23. Yang, Sha, Livia Markoczy and Min Qi (2007), "Unrealistic Optimism in Consumer Credit Card Adoption," *Journal of Economic Psychology*, 28, 170-185.

24. Yang, Sha, Vishal Narayan and Henry Assael (2006), "Estimating the Interdependence of Television Program Viewership Between Spouses: A Bayesian Simultaneous Equation Model," *Marketing Science*, 25(4), 336-349.

25. Bradlow, Eric, Bart Bronnenberg, Neeraj Arora, David Bell, Sri Devi Deepak, Frankel ter Hofstede, Catarina Sismeiro, Raphael Thomadsen, and Sha Yang (2006), "Spatial Models in Marketing", *Marketing Letters*, 16(3), 267-278.

26. Gilbride Tim, Sha Yang and Greg M. Allenby (2005), "Modeling Simultaneity in Survey Data," (Lead Article), *Quantitative Marketing and Economics*, 3, 311-335.

27. Yang, Sha and Priya Raghubir (2005), "Can Bottles Speak Volumes? The Effect of Package Shape on How Much to Buy" (translated and published in RAM, a leading French marketing journal), *Journal of Retailing*, 81(4), 269-281.

28. Allenby, Greg, Tom Shively, Sha Yang and Mark Garratt (2004) "A Choice Model for Packaged Goods: Dealing With Discrete Quantities and Quantity Discounts," *Marketing Science*, 23(1), 95-108.

29. Yang, Sha, Yuxin, Chen and Greg M. Allenby (2003) "Bayesian Analysis of Simultaneous Demand and Supply," (Discussion Paper), *Quantitative Marketing and Economics*, 1, 251-275.

30. Fennell, Geraldine, Greg M. Allenby, Sha Yang and Yancy Edwards (2003), "The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Use," *Quantitative Marketing and Economics*, 1, 223-244.

31. Yang, Sha and Greg M. Allenby (2003), "Modeling Interdependent Consumer Preferences," *Journal of Marketing Research*, 40(3), 282-294.

32. Qi, Min and Sha Yang (2003), "Forecasting Consumer Credit Card Adoption: What Can We Learn About the Utility Function?" *International Journal of Forecasting*, 19, 71-85.

33. Allenby, Greg, Albert Bemmaor, Vijay Bhargava, Francois Christen, Jackie Dawley, Peter Dickson, Yancy Edwards, Geraldine Fennell, Mark Garratt, Jim Ginter, Alan Sawyer, Richard Staelin, and Sha Yang (2002), "Market Segmentation Research: Beyond Within and Across Group Differences", *Marketing Letters*, 13(3), 231-241.

34. Yang, Sha, Greg M. Allenby and Geraldine Fennell (2002), "Modeling Variation in Brand Preferences: The Roles of Objective Environment and Motivating Conditions," (Lead Article), *Marketing Science*, 21(1), 14-31.

35. Yang, Sha and Greg M. Allenby (2000), "A Model for Observation, Structural, and Household Heterogeneity in Panel Data," *Marketing Letters*, 11(2), 137-149.

WORKING PAPERS

36. Li, Yanyan, Sha Yang and Qing Liu, "A Representative Sampling Method for Peer Encouragement Designs in Network Experiments," Under Revision.

37. Cao, Jisu, Sha Yang and Chunmian Ge, "Understanding How High-Quality vs. Low-Quality Product Entries affect Consumer Purchases and Returns on Ecommerce Platforms", Under Revision.

38. Wei, Max, Wensi Zhang, Sha Yang and Xi Chen, "Online Communities and Social Network Structure," Under Revision.

39. Zhang, Wensi, Sha Yang, and Max Wei, "Beauty, Effort, and Earnings: Empirical Evidence from Live Streaming".

40. Zhang, Wensi, Sha Yang, and Max Wei, "Learning to Create on Content-Sharing Platforms".

41. Wang, Jingbo and Sha Yang, "Estimation of Heterogeneous Treatment Effects in Network-Based Quasi-Experiments".

RESEARCH PRESENTATIONS

Chinese University of Hong Kong at Shenzhen, June 2025
University of Pittsburg Marketing Camp, May 2025
Santa Clara University, March 2025
McGill University, November 2024
Hong Kong Quant Marketing Mini Conference, May 2024
HKUST-USC Conference on Digital Transformation, March 2024
Hong Kong University of Science and Technology, February 2024
Hong Kong University, February 2024
Chinese University of Hong Kong, December 2023
ISMS Doctoral Consortium, June 2023
Ohio State Marketing Camp, April 2023
Rice Marketing Camp, March 2023
Temple marketing workshop, June 2022
ISMS Doctoral Consortium, June 2022
American Marketing Association Doctoral Consortium, August 2021
ISMS Doctoral Consortium, June 2021
Carnegie Mellon University, May 2021
UNC – Chapel Hill, April 2021
Wash U. in St. Luis, May 2019
Cornell Marketing Camp, April 2019
Santa Clara University, April 2019
Nottingham University at Ningbo, December 2018
Texas A&M Marketing Research Camp, April 2018
Tulane University, February 2018
Marketing Science Conference, June 2017
China India Insights Conference, September 2017
Marketing Science Conference, June 2016
Georgetown University, March 2015
UT-Austin, April 2016
UT-Dallas Marketing Conference, February 2016
Marketing Science Conference, June 2015
University of Frankfurt, May 2015
Erasmus University, May 2015
Georgetown University, March 2015
UC-Davis Marketing Camp, February 2015
Southern Methodist University, March 2015
University of Wisconsin at Madison, May 2014
University of British Columbia, April 2014
University of Utah, November 2013
Ohio State University, September 2013
University of Rochester, April 2013
Marketing Science Conference, June 2011
Washington Univ. in Saint Louis, February 2011
UCLA, January 2011

UC – Riverside, 2011
HKUST Marketing Camp, December 2010
Duke University, May 2010
University of Texas – Dallas, April 2010
University of Houston, September 2009
Cheung Kong Marketing Research Forum, June 2009
University of Southern California, February 2009
Cornell University, September 2009
UC – San Diego, 2009
University of Washington, Seattle, January 2009
The Ohio State Marketing Camp, April 2008
Marketing Science Conference, UBC, June 2008
Marketing Conference at University of Texas at Dallas, February 2008
NYU Research Camp, June 2006
University of California at Davis, February 2006
Rice University, April 2005
Marketing Science Institute's 2005 Young Scholars Program at Utah, January 2005
The Ohio State University, March 2005
University of Michigan, November 2004
University of Chicago, March 2004
University of Texas at Austin, February 2004
Marketing Science Conference, Maryland, June 2003
Columbia-NYU-Yale-Wharton four school marketing conference, Philadelphia, May 2003
Marketing Science Conference, Edmonton, Canada, June 2002
National University of Singapore, April 2002
Cornell University, April 2002
UC – Berkeley, March 2002
New York University, March 2002
HKUST, March 2002
University of Southern California, November 2001
Marketing Science Conference, Wiesbaden, Germany, July 2001
Marketing Science Conference, Los Angeles, June 2000
Cornell University, October 1999
University of Chicago, October 1999
University of California at Riverside, October 1999
SUNY Buffalo, September 1999
Purdue University, September 1999
University of Iowa, September 1999
Albert Haring Symposium, Bloomington, Indiana, April 1999
Marketing Science Conference, May 1999

JOURNAL REVIEWING

- Associate Editor (Marketing Science 2017-2024, Journal of Marketing 2017-2025, Quantitative Marketing and Economics 2010-)
- Editorial Board (Marketing Science, Journal of Marketing Research, Marketing Letters)

ACADEMIC HONORS

- AMA Sheth Doctoral Consortium Distinguished Faculty 2025
- MSI Clayton Doctoral Dissertation Competition Honorable Mention (Supervising Faculty) 2024
- ISMS Doctoral Consortium Distinguished Faculty 2023
- Invited Speaker at Rice University Marketing Camp 2023
- Invited Speaker at Ohio State Marketing Camp 2023
- ISMS Doctoral Consortium Distinguished Faculty 2022
- American Marketing Association Doctoral Consortium Distinguished Faculty 2021
- ISMS Doctoral Consortium Distinguished Faculty 2021
- USC Marshall Golden Apple Teaching Award 2020
- Marketing Science Conference Doctoral Consortium Distinguished Faculty 2019
- Invited Speaker at Cornell Marketing Camp 2019
- USC Marshall Research Excellence Award 2019
- Best Conference Theme Paper Award, International Conference on Information Systems (ICIS) 2018
- Invited Speaker at Texas A&M Marketing Camp 2018
- Winter AMA Distinguished Faculty Representative 2018
- Invited Speaker at Dartmouth Marketing Camp 2016
- Invited Speaker at Ohio State Marketing Camp 2016
- Invited Speaker at University of Iowa Marketing Camp 2015
- ISMS Doctoral Consortium Distinguished Faculty 2015
- ISMS Doctoral Dissertation Winner (Supervising Faculty) 2014
- Clayton Doctoral Dissertation Competition Honorable Mention (Supervising Faculty) 2014
- American Marketing Association Doctoral Consortium Distinguished Faculty 2014
- American Marketing Association Doctoral Consortium Distinguished Faculty 2012
- Haring Symposium Distinguished Speaker 2011
- Marketing Science Institute Young Scholar 2005
- American Marketing Association Doctoral Consortium Fellow 1999

RESEARCH GRANT

- MSI Research Grant #4-1741 – Modeling Competition Among Paid-Search Advertisers 2012
- USC's Center for International Business Education and Research Grant 2010
- MSI Research Grant #4-1679 – Consumer Attribute-Based Learning and Retailer Management Strategies 2010
- MSI Research Grant #4-1566 – Wharton Interactive Media Initiative (WIMI) Grant Competition Winner – Modeling Consumer Learning from Online Product Reviews 2009
- Networks, Electronic Commerce and Telecommunications (NET) Institute Research Grant – An Empirical Analysis of Search Engine Advertising 2007

- MSI Research Grant #4-1480 – An Empirical Analysis of Search Engine Advertising 2007

PROFESSIONAL ACTIVITIES

- American Marketing Association, Member, 98-present.
- INFORMS, Member, 98-present
- American Statistical Association, Member, 01-present

PHD STUDENT, GRADUATING AREA AND FIRST PLACEMENT

Doctoral Dissertation Chair
- Yanyan Li (Marketing, expected 2025)
- Wensi Zhang (Marketing, 2023, UT-Dallas)
- Jisu Cao (Economics, 2022, University of Connecticut)
- Yao Yao (Marketing, 2019, San Diego State University)
- Xiaoqian Yu (Marketing, 2017, University of Utah)
- Shijie Lu (Marketing, 2015, UNC-Chapel Hill)
- Mantian Hu (Marketing, 2012, Chinese University of Hong Kong)
- Vishal Narayan (Marketing, 2007, Cornell University)

Doctoral Dissertation Committee or Mentoring
- Jingbo Wang (Economics, 2022, Chinese University of Hong Kong)
- Hailong Cui (Operations, 2021, University of Minnesota)
- Michele Fioretti (Economics, 2019, Sciences Po)
- Heng Zhang (Operations, 2019, Arizona State University)
- Ruibin Geng (Marketing, 2018, Xidian University)
- Michael Jia (Marketing, 2016, Hong Kong University)
- Guang Li (Operations, 2016, Queen's University)
- Dongyuan Zhan (Operations, 2015, UCL)
- Jason Tsai (Computer Science, 2013, Rocketfuel, Senior computer Scientist)
- Shuyang Sheng (Economics, 2012, UCLA)
- Yi Zhao (Marketing, 2010, Georgia State University)
- Jane Gu (Marketing, 2008, SUNY Albany)
- Caroline Ducarroz (Marketing, 2008, Louvain School of Management)

TEACHING

- Quantitative Models
- Introduction to Marketing
- Internet Marketing
- Introduction to Marketing Analytics
- Customer Insights and Analysis