YITING DENG

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Employment

Virginia Tech, Pamplin College of Business — Blacksburg, VA, USA
Associate Professor of Marketing — 2026–Present

University College London, UCL School of Management — London, UK
Associate Professor of Marketing & Analytics — 2023 –Present (on leave 2026–)
Assistant Professor of Marketing & Analytics — 2016 –2023

University of Notre Dame, Mendoza College of Business — South Bend, IN, USA
Assistant Professor of Marketing — 2015–2016

Education

Duke University — Durham, NC, USA
Ph.D., Marketing, Fuqua School of Business — 2015
M.S., Statistics, Department of Statistical Science — 2012

Peking University — Beijing, China
M.A., Economics, China Center for Economic Research (CCER) — 2009
B.A., Finance, School of Economics — 2006
B.S., Statistics, School of Mathematical Sciences — 2006

Journal Publications

1. "Can Lower(ed) Expert Opinions Lead to Better Consumer Ratings?: The Case of Michelin Stars," with Xingyi Li, Puneet Manchanda, and Bert De Reyck (2026), *Management Science*, 72(3):2427-2450.

2. "Modeling Misinformation Spread for Policy Evaluation: A Parsimonious Framework," with Richard Staelin (2024), *Marketing Letters*, 35: 635–649.

3. "Can an E-commerce Platform and its Third-Party Sellers Benefit from Each Other's Market Entry?," with Christopher Tang, Wei Wang, and Onesun Steve Yoo (2024),*Production and Operations Management*, 33(1): 69-86.

4. "Open Disclosure Using Invention Pledges: A Case Study of IBM," with Ajay Bhaskarabhatla and Yongdong Liu (2024), *Journal of Technology Transfer*, 49: 1532–1566.

5. "Can Third-Party Sellers Benefit from a Platform's Entry to the Market?" with Christopher Tang, Wei Wang, and Onesun Steve Yoo (2023), *Service Science*, 15(4): 233-249.

6. "Spillover Effects and Freemium Strategy in the Mobile App Market," with Anja Lambrecht and Yongdong Liu (2023), *Management Science*, 69(9): 5018-5041.

7. "The Effects of Surge Pricing on Driver Behavior in the Ride-Sharing Market: Evidence from a Quasi-Experiment," with Wei Miao, Yongdong Liu, Wei Wang, and Christopher Tang (2023), *Journal of Operations Management*, 69(5): 794-822.

8. "How Do Taxes on Car Sales Affect Television Advertising Strategies?," with Min Jiang and Xiaodong Jiang (2023), *Journal of Advertising Research*, 63(1): 1-6.

9. "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
- Finalist, IJRM Best Paper Award, 2023

10. "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.

11. "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.

12. "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
    - Finalist, Weitz-Winer-O'Dell award, 2023

13. "A Key Word History of *Marketing Science*," with Carl F. Mela and Jason M.T. Roos (2013), *Marketing Science*, 32(1): 8-18.

14. "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.

Book Chapters

1. "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, World Scientific, 2023.

2. "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, 2023.

Working Papers

1. "Price Promotions and Online Product Evaluations," with Anja Lambrecht, Yongdong Liu, and Zihao Zhou, minor revision, *Management Science*.

2. "Spillover Effects from Online Marketplace to Online Store," with Yongdong Liu, Yiding Li, Xin (Shane) Wang, and Bilal Gokpinar, minor revision, *Production and Operations Management*.

3. "Does Consumer Privacy Protection Really Hurt Companies? Evidence from Apple's App Tracking Transparency Policy," with Wei Miao, Chen Lin, and Jeongwen Chiang, minor revision, *Production and Operations Management*.

4. "Emission Standards: Catalysts or Barriers to Green Innovations?," with Li Shu, Christopher Tang, and Wei Wang, Revise & Resubmit, *Decision Sciences*.

5. "The Power of the Crowd: Experimental and Analytic Insights into Veracity Ratings and Misinformation Control," with Rick Staelin, Darragh Senchyna, and Antino Kim.

6. "Peer Comparison, Performance, and Effort Timing in Consumer Goal Pursuit," with Wei Wang, Xin (Shane) Wang, and Xin Zhao.

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

    - Winner, ASA Section on Statistics in Marketing Doctoral Dissertation Award, 2023 (Boya Xu)

8. "Winning the Sport for Me, Winning the Spot for You: The Impact of Sports Success on Local TV Network's Advertising Demand," with Min Jiang and Xiaodong Jiang.

9. "An Integrated Model for Structural Demand Estimation Accounting for Stockout," with Yuexing Li and Jing-Sheng Jeannette Song.

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

Presentations

Seminars

Virginia Tech (Executive PhD Distinguished Speaker Series, scheduled)	2027
Tilburg University	2026
Shanghai University of Finance and Economics	2026
University of Science and Technology of China	2026
WU Vienna	2026
Nanyang Technological University (PhD seminar)	2026
Peking University (PHBS UK)	2026
HEC Paris (ISOM)	2025
Virginia Tech	2025
Waseda University	2025
Peking University (Guanghua)	2025
Singapore Management University	2025
University of New South Wales	2024
Grenoble Ecole de Management (virtual)	2024
University of Tennessee (OM PhD seminar)	2024
Virginia Tech	2024
George Mason University	2024
Hong Kong Polytechnic University	2024
Amazon London	2024
Chinese University of Hong Kong, Shenzhen	2024
Shenzhen University	2024
Ohio State University (research camp)	2024
University of Cambridge	2023
Shanghai University of Finance and Economics	2023
Xi'an Jiaotong University	2023
Bocconi University	2023
Santa Clara University	2023
University of Virginia (McIntire, virtual)	2023
Dartmouth College	2022
Northeastern University	2022
Syracuse University	2022
Seoul National University (virtual)	2022
Purdue University (virtual)	2022
European Quant Marketing Seminar (virtual)	2022
University of California, Irvine (virtual)	2021
University of Houston (virtual)	2021
City University of Hong Kong (virtual)	2021
Peking University (National School of Development, virtual)	2021
Virtual Quantitative Marketing Seminar (virtual)	2020
London School of Economics and Political Science (virtual)	2020
Cardiff University	2019
University of California, Irvine	2019
University of Southern California	2019
Western University	2019
Erasmus University (RSM)	2019
Johns Hopkins University	2019
Peking University (Guanghua)	2019

Chinese University of Hong Kong (canceled)	2019
University of Hong Kong (canceled)	2019
Tsinghua University	2018
Shanghai University of Finance and Economics	2018
Sun Yat-sen University	2018
University of International Business and Economics	2018
University of Cambridge	2018
Facebook London	2017
Peking University (Guanghua)	2017
University of Colorado Boulder	2017
Peking University (National School of Development)	2016
Peking University (Guanghua)	2016
University College London	2015
Peking University (Guanghua)	2014
University at Buffalo	2014
Cornell University (Dyson)	2014
Syracuse University	2014
University of Notre Dame	2014
University of Rochester	2014
University of Miami	2014
McGill University	2014
Hong Kong University of Science & Technology	2014
Erasmus University (ESE)	2014
University of California, Riverside	2014

Conferences

9th Workshop in Management Science (Puerto Chacabuco, scheduled)	2027
5th Workshop on UK Digital Economics (Cambridge)	2026
China India Insights Conference (Baltimore)	2026
Digital Technologies in Operations and Marketing workshop (TUM)	2026
Colloquium on Advancing Management Research with Computational Methods (University of Sussex)	2026
ISMS Marketing Science Conference (Carcavelos)	2026
Marketing Dynamics Conference (Paris)	2026
Workshop on Platform Analytics (San Diego, discussant)	2026
EMAC Conference (Madrid)	2025
Creator Economy Retreat (Ericeira)	2025
3rd Workshop on UK Digital Economics (London)	2024
INFORMS Advances in Decision Analysis Conference (Helsinki-Espoo)	2024
EurOMA Conference (Barcelona)	2024
Marketing Dynamics Conference (Santorini)	2024
EMAC Conference (Bucharest)	2024
POMS Conference (session organizer; Minneapolis)	2024
Summmer AMA (WWO Award Presentation session, virtual)	2023
POMS Conference (virtual)	2022
1st London Quant Marketing Conference (London Business School)	2022
AMA Global Marketing SIG (GMSIG) Conference (Crete)	2022
Customer Journeys in a Digital World Conference (Bocconi University)	2022
ISMS Marketing Science Conference (session organizer; virtual)	2022
ISMS Annual Meeting (session organizer; Indianapolis)	2022
Economics of Payments XI conference (Bank of Canada, discussant)	2022

EMAC Conference (virtual) 2021
ISMS Marketing Science Conference (virtual) 2021
ISMS Marketing Science Conference (virtual) 2020
Interactive Marketing Research Conference (virtual) 2020
Education & Marketing Conference (Austin) 2019
ISMS Marketing Science Conference (Rome) 2019
Workshop on Perceptions and Behavioural Policies (Bar-Ilan University) 2018
AMA-Sheth Foundation Doctoral Consortium (Leeds University) 2018
EMAC Conference (Glasgow) 2018
Marketing Dynamics Conference (Hong Kong) 2017
ISMS Marketing Science Conference (Los Angeles) 2017
ISMS Marketing Science Conference (Shanghai) 2016
ISMS Marketing Science Conference (Boston) 2012
ISMS Marketing Science Conference (Houston) 2011
Joint Statistical Meetings (Miami) 2011

Teaching

Virginia Tech
Instructor, Social Media and Content Marketing (Undergraduate) Spring 2027 (scheduled)

University College London
Instructor, Marketing Science (MBA with PKU) Fall 2017, 2018, 2019, 2020, 2021, 2022 Spring 2024, 2025, 2026
Instructor, Digital Marketing and Online Platforms (MSc Marketing Science) Summer 2026
Instructor, Markets and Customers (MSc Management) Spring 2020, 2021, 2022, 2023, 2024
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) Spring 2012, 2014
Teaching Assistant, Market Analysis (MMS) Fall 2010, 2011, 2012

Awards and Grants

- *Marketing Science* Service Award 2025
- ESRC/BBSRC Multidisciplinary Food Systems Commercialisation Catalyst award (£122,644), UKRI (Co-PI) 2025-2026
- Best Teacher Award, UCL-PKU MBA 2023
- Finalist, Weitz-Winer-O'Dell award 2023
  - *Journal of Marketing Research* articles that have made the most significant long-term contribution to marketing theory, methodology, and/or practice.

- Finalist, IJRM Best Paper award 2023
- Knowledge Transfer Partnerships (KTP) funding (£234,939), Innovate UK (Co-PI) 2023-2025
- CEIBS Faculty Research Grant (320,000 CNY) (Co-PI) 2022-2024
- Poets & Quants Best 40 Under 40 MBA Professor 2022
- Runner-Up, Don Lehmann Award 2020
  - Best Dissertation-based article recently published in the *Journal of Marketing* or *Journal of Marketing Research*.
- Fellow, Higher Education Academy 2019
- Finalist, Robert D. Buzzell MSI Best Paper Award 2019
  - MSI working papers that have made the most significant contribution to marketing practice and thought.
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, Leeds University 2018
- UCL India Voices Research Grant (£2,000) (Co-PI) 2017
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, University of Notre Dame 2016
- 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

Associate Editor

Service Science 2024-present
Journal of Business Research 2025-present
Decision Sciences 2026-present

Editorial Review Board

Marketing Science 2025-present

Ad hoc Reviewer for Journals

Marketing Science
Management Science
Journal of Marketing Research
Journal of Marketing
Information Systems Research
Production and Operations Management
International Journal of Research in Marketing
Journal of the American Statistical Association

Review of Economics and Statistics
Journal of Business and Economic Studies
Journal of Advertising
Journal of Interactive Marketing
Journal of Business Research
Decision Sciences
Journal of Empirical Finance
Journal of Sports Economics
Naval Research Logistics
Journal of the Operational Research Society
Economic Modelling
Applied Economics
Electronic Commerce Research and Applications
Cornell Hospitality Quarterly
SAGE Open

Conference Co-chair
2027 ISMS Marketing Science Conference

Conference Program Committee

ISMS Marketing Science Conference (Session Planning Committee)	2026
Workshop on Platform Analytics	2025, 2026, 2027
QME Conference	2023

Reviewer for Conferences, Grants, Awards, and Books

Research Grants Council (RGC) of Hong Kong	2020–present
ISMS Early Stage Grants Committee	2026
John A. Howard/AMA Doctoral Dissertation Award	2025
EMAC Conference	2024–present
INFORMS Behavioral Operations Management Section Best Working Paper Competition	2022
JMS Doctoral Symposium	2019, 2022
Alden G. Clayton Dissertation Proposal Award	2021, 2025, 2026
AMA Summer Marketing Educators' Conference	2014
Expert review for: Pearson, Oxford University Press	

Others

Coach, EMAC Job Market Simulation	2025, 2026

Service to School

Virginia Tech

Graduate Program Committee	2026-

University College London

Program Developer & Coordinator, BSc Marketing	2025-2026
Faculty Recruiting Committee (Marketing)	2016-2026 (Chair, 2022, 2023)
Faculty Recruiting Committee (Information Systems)	2016
Seminar Co-coordinator	2016-2025
PhD Admission Committee	2017-2026 (Chair, 2023)
RA & TA Recruiting Committee	2017–2023

Research Committee 2023–2024, 2025-2026
Panel member, UCL Branding 2023
Speaker, MBA Taster Lecture 2023
Speaker, UCL Engineering #SpringIntoSTEM Lecture Series 2022
Speaker, UCL MSc Enrichment Activities 2021
Speaker, Lang-Run Sharing 2019

University of Notre Dame
Mentor, Building Bridges Mentoring Program 2015-2016

Student Supervision

PhD Supervision
Fengtao Wan (UCL, Co-chair) 2028 (expected)
Xingyi Li (UCL, Co-chair; first placement: Balyasny Asset Management) 2024
Tao He (Virginia Tech, Committee member) 2028 (expected)
Boya Xu (Duke, Committee member; first placement: Virginia Tech) 2024
Sibo Zhang (University of New South Wales, Visiting PhD student supervisor) 2025
Yuyang Chen (South China University of Technology, Visiting PhD student supervisor) 2024 –2025
Min Jiang (Shanghai University of Finance and Economics, Visiting PhD student supervisor; first placement: Shanghai Normal University) 2019 –2020

PhD Dissertation Examiner / Dissertation Evaluation Committee
Bobbie Krijger (Tilburg) 2026
Yiyao Zhou (UCL Operations Management) 2026
Chaoran Liu (London Business School) 2025

Master's Thesis Advisor
UCL MSc Management
Richard Gottwald, Jin Meng, Bowen Zhang 2017
Kelsey McGrath, Jiaxing Ning, Carly Ostasiewski, Daniela Pinedo, Rui Qi, Sasha Singh, Feng Xiong 2018
UCL MSc Business Analytics
Jingxue Cao, Anh Nguyen, Jingxue Cao, Jingyi Zhu, Tammy Michaeli, Zhuangyi Sun 2020

Bachelor's Thesis Advisor
UCL BSc Management Science
Hanqi Cheng, Xinyi Zhang, Sibo Dong 2023

Consulting

Bivarus, NC