

# Yunfei (Jesse) Yao

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## CURRENT POSITION

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The Chinese University of Hong Kong, Assistant Professor of Business Administration, July 2023 - present

## EDUCATION

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University of California, Berkeley, Ph.D. Business Administration, 2023

Stanford University, Exchange student in Economics, 2019

University of Michigan, B.S. Mathematics, B.S. Statistics, 2017

Peking University, Major in Mathematics, 2012 - 2015

## PUBLICATIONS (P: Ph.D. or pre-doc student, A: assistant professor)

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5. **Privacy and Polarization: An Inference-Based Framework** *Management Science*, forthcoming  
Tommaso Bondi<sup>A</sup>, Omid Rafieian<sup>A</sup>, and Yunfei (Jesse) Yao
4. **Reputation for Privacy** *Marketing Science*, forthcoming.  
Yunfei (Jesse) Yao
3. **Search Fatigue, Choice Deferral, and Closure** *Marketing Science*, forthcoming.  
Z. Eddie Ning<sup>A</sup>, J. Miguel Villas-Boas, and Yunfei (Jesse) Yao
2. **Dynamic Persuasion and Strategic Search** *Management Science*, 2024, 70(10), 6778-6803.  
Yunfei (Jesse) Yao
1. **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021, 40(3), 428-458.  
J. Miguel Villas-Boas, and Yunfei (Jesse) Yao

## WORKING PAPERS (P: Ph.D. or pre-doc student, A: assistant professor)

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- **Precision-Recall Tradeoff in Competitive Targeting** Major revision at *Marketing Science*  
(with Ganesh Iyer and Zemin (Zachary) Zhong<sup>A</sup>)
- **Consumer Gradual Learning and Firm Non-stationary Pricing**  
(with Wee Chaimanowong<sup>P</sup>)
- **Strategic Disinformation Generation and Detection** Major revision at *Management Science*  
(with Wenxiao Yang<sup>P</sup> and Pengxiang Zhou<sup>P</sup>)
- **Invitation to Search or Purchase? Optimal Multi-attribute Advertising** Major revision at *Management Science*

## TEACHING

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- Instructor, Digital Marketing (MS), 2023 - present  
*Teaching Evaluation*: 2023: 5.9/6, 5.8/6 (adjusted mean/total)  
2024: 5.9/6, 5.9/6, 5.9/6
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory I, II (PhD), 2020
- Graduate Student Instructor, Marketing (UG), 2019

## INDUSTRY EXPERIENCE

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SAP America, Development Intern (advertising attribution group), May 2018 – Dec. 2018

## HONORS AND AWARDS

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- Journal of Industrial Economics Fellow, 2022
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020

## TALKS (including scheduled)

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SICS – 23rd Summer Institute in Competitive Strategy 14th Workshop on Search and Switching Costs (discussant) 3rd Asia-Pacific Marketing Academy Conference NYU Shanghai Research Workshop Hong Kong Quant Marketing Brown Bag Series 19th Annual Bass FORMS Conference (discussant) Berkeley Economics Theory Lunch	2025
SICS – 22nd Summer Institute in Competitive Strategy 46th INFORMS Marketing Science Conference Hong Kong Quant Marketing Mini Conference Hong Kong Quant Marketing Brown Bag Series 18th Annual Bass FORMS Conference CUHK and CUHK-SZ Joint Marketing Workshop	2024
ISMS Marketing Science Conference Bay Area Marketing Symposium Berkeley Economics Theory Lunch 17th Annual Bass FORMS Conference (discussant)	2023
Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference (one of four <i>JIE fellows</i> ) Peking University Nova School of Business and Economics University of Melbourne University of Texas at Dallas University of Rochester Hong Kong University of Science and Technology The Chinese University of Hong Kong University of Illinois Urbana-Champaign University of California, Berkeley Berkeley Economics Theory Lunch *2	2022

## SERVICE

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### To the field:

Reviewer:

*Management Science,*

*Marketing Science,*

*Journal of Marketing Research,*

*Production and Operations Management*

### To the university:

Sessions with Visiting Committee, 2025

JUPAS IBBA (undergraduate) program interviewing panelist, 2024, 2025

Academic Advisor for IBBA Students, 2023 – present

To the department:

Seminar coordinator, 2024 – present

Doctoral program interviews, 2023

Faculty recruiting interviews, 2023

## **ADVISING**

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- Wee Chaimanowong, Ph.D. co-author
- Wenxiao Yang, Ph.D. co-author
- Pengxiang Zhou, pre-doc co-author and letter writer
- Teng Yu, Independent Research supervisor