

Yunfei (Jesse) Yao

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CURRENT POSITION

Chinese University of Hong Kong, Assistant Professor of Business Administration

EDUCATION

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

PUBLICATION

- **A Dynamic Model of Optimal Retargeting** (with *J. Miguel Villas-Boas*) *Marketing Science*, 2021

WORKING PAPER(S)

- **Dynamic Persuasion and Strategic Search**
- **Failure of Reputation for Privacy**
- **Multi-attribute Search and Informative Advertising**
- **Choice Deferral and Search Fatigue** (with *Z. Eddie Ning* and *J. Miguel Villas-Boas*)

TEACHING

- Instructor, Digital Marketing (MS), 2023
- Graduate Student Instructor, Game Theory (MBA), 2023
- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory (PhD), 2020
- Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

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

HONORS AND AWARDS

- Center for Equity, Gender, and Leadership Research Grants, 2023
- Institute for Business Innovation Research Grant, 2023
- Journal of Industrial Economics Fellow, 2022
- ISMS Doctoral Consortium Fellow, 2020, 2021
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2020
- Sasakawa Young Leadership Fellowship, 2018
- Dean of the graduate division award, 2017

TALKS

ISMS Marketing Science Conference

2023

Bay Area Marketing Symposium

Berkeley Economics Theory Lunch

17th Annual Bass FORMS Conference (Discussant)

Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference
(one of four *JIE fellows*)
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
Chinese University of Hong Kong
University of Illinois Urbana-Champaign
University of California, Berkeley
Berkeley Economics Theory Lunch *2

2022