

March 2016

**Yu Jeffrey Hu**

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**Education**

- Ph.D. MIT, Sloan School of Management, February 2005  
Major: Management Science, Information Technology  
Thesis Title: *Essays on Internet Markets and Information Goods*  
Thesis Committee: Erik Brynjolfsson (Chair), Jerry Hausman, Duncan Simester  
GPA: 4.8/5.0
- M.S. University of Wisconsin-Madison, May 1999  
Major: Economics  
GPA: 3.8/4.0, with distinction
- B.S. Tsinghua University, July 1997  
Major: Finance (Two Years of Coursework for Electrical Engineering)  
Outstanding Graduating Student (top 2 students among Finance majors)

**Employment**

- 6/2012-present Georgia Institute of Technology, Scheller College of Business  
*Professor* (3/2016-present)  
*Director of China Program* (4/2014-present)  
*Co-Director, Business Analytics Center* (12/2014-present)  
*Associate Director, M.S. Program in Analytics* (12/2014-present)  
*Associate Professor (with tenure)* (6/2012-2/2016)
- 8/2005-6/2012 Purdue University, Krannert School of Management  
*Associate Professor (with tenure)* (4/2012-6/2012)  
*Assistant Professor* (8/2005-3/2012)
- 7/1999-6/2005 MIT, Sloan School of Management  
*Research Associate, MIT Center for Digital Business* (10/2004-6/2005)  
*Research Assistant, Teaching Assistant* (7/1999-10/2004)
- 9/1998-5/1999 University of Wisconsin-Madison  
*Web Developer, Teaching Assistant*
- 7/1996-9/1996 Bank of China, Beijing Headquarters  
*Summer Intern*
- 7/1995-9/1995 People's Bank of China (the Central Bank of China), Foshan City Branch  
*Summer Intern*

**Consulting and Research Experience**

European Commission, HP, Cisco, Bank of America (BankBoston subsidiary), Pearson, Nortel, Brown Shoe, Zappos, AT&T, Coca-Cola, InterContinental Hotels Group (IHG), China Mobile, WeChat, Kurt Salmon, Civic Consulting, and a number of retailing and pharmaceutical companies

**Executive Education Experience**

Custom executive education programs for: Tsinghua University PBC School of Finance EMBA Program, Bank of America, China Mobile, Bank of Communications, Bank of Shanghai

### Media Mentions

*Wall Street Journal, New York Times, Reuters, Bloomberg, InformationWeek, Wired Magazine, TIME Magazine, INC. Magazine, National Public Radio, SeeakingAlpha.com, Atlanta Journal-Constitution, Atlanta Channel 2 (WSBTV), Bankrate.com*

### Journal Publications

Hu, Yu Jeffrey, Jiwoong Shin, and Zhulei Tang. 2015. "Incentive Problems in Performance-based Online Advertising: Cost-per-Click vs. Cost-per-Action." *Management Science*. Forthcoming.

Shen, Wenqi, Yu Jeffrey Hu, and Jackie Rees. 2015. "Competing for Attention: An Empirical Study of Online Reviewers' Strategic Behaviors." *MIS Quarterly*, 39(3) 683-696.

Chen, Hailiang, Prabuddha De, and Yu Jeffrey Hu. 2015. "IT-Enabled Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales." *Information Systems Research*, 26(3) 513-531.

Chen, Hailiang, Prabuddha De, Yu Jeffrey Hu, and Byoung-Hyoun Hwang. 2014. "Wisdom of Crowds: The Value of Stock Opinions Transmitted through Social Media." *Review of Financial Studies*, 27(5) 1367-1403. (Earlier version titled "Customers as Advisors: The Role of Social Media on Financial Markets")

Hu, Yu Jeffrey, and Zhulei Tang. 2014. "The Impact of Sales Tax on Remote Sales: Evidence from a Natural Experiment." *International Journal of Industrial Organization*, 32, 84-90.

De, Prabuddha, Yu Jeffrey Hu, and Mohammad Rahman. 2013. "Product-Oriented Web Technologies and Product Returns: An Exploratory Study." *Information Systems Research*, 24(4) 998-1010.

Brynjolfsson, Erik, Yu Jeffrey Hu, and Duncan Simester. 2011. "Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Costs on the Concentration of Product Sales." *Management Science*, 57(8) 1373-1386. **(Winner of the inaugural Management Science Best Paper Award in Information Systems in 2013)**

Ren, Charlotte, Ye Hu, Yu Jeffrey Hu, and Jerry Hausman. 2011. "Managing Product Variety and Collocation in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing." *Management Science*, 57(6) 1009-1024.

Brynjolfsson, Erik, Yu Jeffrey Hu, and Michael D. Smith. 2010. "Long Tails vs. Superstars: The Effect of Information Technology on Product Variety and Sales Concentration Patterns." *Information Systems Research*, 21(4) 736-747.

De, Prabuddha, Yu Jeffrey Hu, and Mohammad Rahman. 2010. "Technology Usage and Online Sales: An Empirical Study." *Management Science*, 56(11) 1930-1945.

Brynjolfsson, Erik, Yu Jeffrey Hu, and Mohammad Rahman. 2009. "Battle of The Retail Channels: How Product Selection and Geography Drive Cross-channel Competition." *Management Science*, 55(11) 1755-1765. **(Lead article of the November 2009 issue and focus of INFORMS press release on November 18, 2009)**

Simester, Duncan, Yu Jeffrey Hu, Erik Brynjolfsson, and Eric Anderson. 2009. "Dynamics of Retail Advertising: Evidence from a Field Experiment." *Economic Inquiry*, 47(3) 482-499.

Tang, Zhulei, Yu Jeffrey Hu, and Michael D. Smith. 2007. "Gaining Trust through Online Privacy Protection: Self-Regulation, Mandatory Standards, or Caveat Emptor." *Journal of Management Information Systems*, 24(4) 153-173.

Brynjolfsson, Erik, Yu Jeffrey Hu, and Michael D. Smith. 2003. "Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety at Online Booksellers." *Management Science*, 49(11) 1580-1596.

### **Professional Journal Publications**

Brynjolfsson, Erik, Yu Jeffrey Hu, and Mohammad Rahman. 2013. "Competing in the Age of Omnichannel Retailing." *MIT Sloan Management Review*, 54(4) 23-29. **(Featured cover article of the Summer 2013 issue)**

De, Prabuddha, Yu Jeffrey Hu, and Mohammad Rahman. 2012. "Do All Product-oriented Web Technologies Reduce Product Returns?" *Indian School of Business Insight*, 10(1) 37-40.

Brynjolfsson, Erik, Yu Jeffrey Hu, and Michael D. Smith. 2006. "From Niches to Riches: The Anatomy of the Long Tail." *MIT Sloan Management Review*, 47(4) 67-71.

### **Papers Under Review**

Dou, Yifan, Yu Jeffrey Hu, and D.J. Wu. 2013. "License or Subscription? Pricing Information Goods with Value Depreciation and Network Effects."

Hu, Yu Jeffrey, and Michael D. Smith. 2012. "The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment."

Xu, Jiao, Chris Forman, and Yu Jeffrey Hu. 2014. "Fixed-Line and Mobile Internet: Complements or Substitutes?"

Chen, Tao, Jiong Sun, Mohammad Rahman, and Yu Jeffrey Hu. 2014. "The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book-Retailing."

Xu, Lizhen, Jason Duan, Yu Jeffrey Hu, Yuan Cheng, and Yan Zhu. 2014. "A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion."

### **Papers In Refereed Conference Proceedings**

Brynjolfsson, Erik, Yu Jeffrey Hu, and Mohammad Rahman. 2007. "Battle of The Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition." *Proceedings of International Conference on Information Systems (ICIS)*. Montreal, Canada, December 9-12.

### **Teaching**

MGT4803	Business Analytics
MGT8803	Big Data Analytics in Business
MGMT590S	Digital Business Strategies
MGMT488	Electronic Commerce

MGMT690M PhD Seminar

Hesburgh Award Teaching Fellow, Georgia Institute of Technology, 2013.

Advisor to two MBA teams who were named “Top 5 Semifinalists in Americas Region” and “Top 15 Semifinalists in Americas Region” respectively (both teams are in the top 100 among 3,082 teams from around the world) in Google Online Marketing Challenge, 2011.

Krannert Master’s Program Distinguished Teacher (based on student evaluations), 2008, 2010, 2011.

Nominated for Purdue University’s “Teaching For Tomorrow” Award (the only nominee from Krannert School of Management), 2009.

### **Professional Membership And Activities**

Associate Editor: *Management Science* (1/2011-present),  
*Information Systems Research* (1/2012-present),  
*International Conference on Information Systems* (2011-2012).

Reviewer: *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Journal of Political Economy*, *Journal of Economics and Management Strategies*, *International Journal of Industrial Organization*, *International Conference on Information Systems*.

Program Co-chair:

2014 China Summer Workshop on Information Management (CSWIM).

Program Committee:

2010 INFORMS Conference on Information Systems and Technology (CIST),  
2010 Workshop of E-Business (WEB),  
2010 China Summer Workshop on Information Management (CSWIM),  
2007 International Conference on Electronic Commerce (ICEC),  
2007 China Summer Workshop on Information Management (CSWIM).

Session Chair:

2010 INFORMS Conference on Information Systems and Technology (CIST),  
2009 Workshop on Information Systems and Research (WISE).

### **Honors And Awards**

Winner, Inaugural *Management Science* Best Paper Award in Information Systems, 2013.

Jay Ross Young Faculty Scholar Award (the highest research award within the school, with \$10,000 in monetary award), Krannert School of Management, Purdue University, 2011.

Finalist, Best Paper Award, Workshop on E-business (WEB), St. Louis, MO, 2010.

John and Mary Willis Young Faculty Scholar Award (with \$10,000 in monetary award), Krannert School of Management, Purdue University, 2008.

Mel Blake Visiting Fellow, Yale University, School of Management, Center for Customer Insight Summer Fellow, 2007.

Finalist, Pennsylvania State University, eBusiness Research Center Doctoral Support Award Competition, 2003.

DuWayne Peterson Fellowship, MIT, 1999, 2000.

CS Holding Fellowship, MIT, 2000.

Gerrity Fellowship, MIT, 2000.

William F. Vilas Fellowship, University of Wisconsin-Madison, 1998.  
Graduate School Fellowship, University of Wisconsin-Madison, 1997.  
HSBC (HongKong Shanghai Banking Corporation) Scholarship, Tsinghua University, 1997.  
Dr. Chen Daisun Memorial Scholarship, Tsinghua University, 1996.  
Japan Sanwa Bank Scholarship, Tsinghua University, 1995, 1996.  
Huang Yujia Memorial Scholarship, Tsinghua University, 1995.  
Tsinghua University Outstanding Student Scholarship, Tsinghua University, 1994.

### **Research Grants**

Purdue Research Foundation (PRF) Research Grant, 2010. \$15,000.  
Purdue Center for International Business Education and Research (CIBER) International Travel Grant, 2010. \$1,000.  
Doug and Maria Devos GSCM Research Award, Krannert School of Management, Purdue University, 2008. \$25,000.  
Purdue Research Foundation (PRF) Research Grant, 2007. \$14,627.  
Purdue Research Foundation (PRF) Summer Faculty Grant, 2007. \$7,000.

### **Papers In Conference Programs**

“Predicting Digital Currency Price from Social and Traditional Media.” INOFRMS Annual Meeting, Philadelphia, PA, Nov 1-4, 2015.

“A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design.” INFORMS Conference on Information Systems and Technology (CIST), Philadelphia, PA, Oct 31-Nov 1, 2015.

“A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design.” China Summer Workshop on Information Management (CSWIM), Hefei, China, Jun 27-28, 2015.

“Impact of Technology Upgrade on Customer Satisfaction. A Natural Experiment.” INFORMS Marketing Science Conference, Baltimore, MD, Jun 18-20, 2015.

“Fixed-Line and Mobile Internet: Complements or Substitutes?” Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, Dec 17-19, 2014.

“A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion.” Workshop on Information Systems and Economics (WISE), Auckland, New Zealand, Dec 17-19, 2014.

“The Value of Using Customers’ Historical Online Review Behaviors in Making Customer Churn Prediction.” INFORMS Marketing Science Conference, Atlanta, GA, Jun 11-14, 2014.

“The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book-Retailing.” Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA, May 9-12, 2014.

“The Value of Local Service Coverage: Uneven Diffusion of the Mobile Internet.”  
Production and Operations Management Society (POMS) Annual Conference, Atlanta, GA,  
May 9-12, 2014.

“License or Subscription? Pricing Information Goods with Value Depreciation and Network  
Effects.” Workshop on Information Systems and Economics (WISE), Milan, Italy, Dec 19-20,  
2013.

“Customers as Advisors: The Role of Social Media on Financial Markets.” INFORMS  
Conference on Information Systems and Technology (CIST), Minneapolis, MN, Oct 5-6,  
2013.

“Is Information Technology Leading to Larger Firms?” Workshop on Information Systems  
and Economics (WISE), Orlando, FL, Dec 15-16, 2012.

“The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment.” NBER  
Summer Institute, Cambridge, MA, July 17-18, 2012.

“The Effect of Store Coordination and Market Competition on Product Assortment: Evidence  
from Book Retailing.” INFORMS Manufacturing and Service Operations Management  
Conference (MSOM), New York City, NY, June 17-19, 2012.

“IT-Enabled Broadcasting in Social Media: An Empirical Study of Artists’ Activities and  
Music Sales.” Workshop on Information Systems and Economics (WISE), Shanghai, China,  
Dec 7-9, 2011.

“The Impact of eBook Distribution on Print Sales: Analysis of a Natural Experiment.”  
INOFRMS Annual Meeting, Charlotte, NC, Nov 13-16, 2011.

“Sentiment Revealed through Social Media and Its Effect on the Stock Market”, IEEE  
Workshop on Statistical Signal Processing, Nice, France, Jun 28-30, 2011.

“Is Negative Feedback Better than No Feedback? The Impact of Social Incentives on  
Reviewers’ Review Decisions.” Workshop on E-business (WEB), St. Louis, MO, Dec 11-12,  
2010.

“An Empirical Investigation of the Effects of Advanced Web Technologies on Product  
Returns.” Workshop on Information Systems and Economics (WISE), St. Louis, MO, Dec 11-  
12, 2010.

“Broadcasting in Online Social Networks: An Empirical Study of Artists’ Activities and  
Music Sales.” INFORMS Conference on Information Systems and Technology (CIST),  
Austin, TX, Nov 6-7, 2010.

“An Empirical Investigation of the Effects of Advanced Web Technologies on Product  
Returns.” INFORMS Conference on Information Systems and Technology (CIST), Austin,  
TX, Nov 6-7, 2010.

“Managing Product Variety in a Competitive Environment: An Empirical Investigation of  
Consumer Electronics Retailing”. Academy of Management Annual Meeting, Montreal,  
Quebec, Canada, August 6-10, 2010.

“Broadcasting in Online Social Networks: An Empirical Study of Artists’ Activities and  
Music Sales.” Symposium on Statistical Challenges in Electronic Commerce Research  
(SCECR), Austin, TX, Jun 5-6, 2010.

“Managing Product Variety in a Competitive Environment: An Empirical Investigation of Consumer Electronics Retailing”. Atlanta Competitive Advantage Conference, Atlanta, GA, May 18-20, 2010.

“Broadcasting in Online Social Networks: An Empirical Study of Artists’ Activities and Music Sales.” Big Ten Information Systems Symposium, Ann Arbor, MI, May 6-8, 2010.

“Performance-based Pricing Models in Online Advertising.” Hawaiian International Conference on System Sciences (HICSS), Kauai, HI, Jan 5-8, 2010.

“The Longer Tail.” Workshop on Information Systems and Economics (WISE), Phoenix, AZ, Dec 15-16, 2009.

“Competing for Attention: An Empirical Study of Online Reviewers’ Strategic Behaviors.” INFORMS Annual Meeting, San Diego, CA, Oct 11-14, 2009.

“Competing for Attention: An Empirical Study of Online Reviewers’ Strategic Behaviors.” INFORMS Conference on Information Systems and Technology (CIST), San Diego, CA, Oct 10-11, 2009.

“Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand.” DCMME/GSCMI Fall Operations Conference, Krannert School of Management, Purdue University, West Lafayette, IN, Oct 23, 2008.

“Website Features and Online Shopping: How Technology Usage Impacts Consumer Demand.” INFORMS Annual Meeting, Washington, DC, Oct 12-15, 2008.

“Profit in the Long Tail.” INFORMS Annual Meeting, Washington, DC, Oct 12-15, 2008.

“Optimal Performance-based Pricing Models in Online Advertising.” INFORMS Marketing Science Conference, Vancouver, Canada, Jun 12-14, 2008.

“When IT Meets Online Shopping: How Information and Technology Usage Drive Consumer Demand.” Big Ten Information Systems Symposium, South Bend, Indiana, May 1-2, 2008.

“The Impact of Technology Usage on Consumer Demand.” Workshop on Information Systems and Economics (WISE), Montreal, Canada, Dec 8-9, 2007.

“An Empirical Investigation of Product Variety Competition among Retailers.” INFORMS Marketing Science Conference, Singapore, June 25-28, 2007.

“Battle of The Retail Channels: How Internet Selection and Local Retailer Proximity Drive Cross-channel Competition.” Big Ten Information Systems Symposium, West Lafayette, Indiana, May 4-6, 2007.

“Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” American Economic Association Annual Meetings (AEA), Chicago, Illinois, Jan 5-7, 2007.

“Does Current Advertising Cause Future Sales? Evidence from the Direct Mail Industry.” Economic Science Association (ESA) North American Meeting, Tucson, Arizona, Sep 28-Oct 1, 2006.

“Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” Big Ten Information Systems Symposium, Champaign, Illinois, Apr 28-30, 2006.

“Does Current Advertising Cause Future Sales? Evidence from the Direct Mail Industry.” NBER Industrial Organization Winter Meeting, Stanford, CA, Feb 25-26, 2006.

“Goodbye Pareto Principle, Hello Long Tail: Modeling and Measuring the Effect of Search Cost on Product Sales Distribution.” Workshop on Information Systems and Economics (WISE), Irvine, California, Dec 10-11, 2005.

“Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” Fifth Annual INFORMS Revenue Management and Pricing Conference, Cambridge, Massachusetts, Jun 16-17, 2005.

“Does the Internet Complement Other Marketing Channels? Evidence from a Large Scale Field Experiment.” Workshop on Information Systems and Economics (WISE), College Park, Maryland, Dec 11-12, 2004.

“Protecting Online Privacy: Self-Regulation, Mandatory Standards, or Caveat Emptor.” Workshop on Information Systems and Economics (WISE), Seattle, Washington, Dec 13-14, 2003.

“Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety.” International Industrial Organization Conference, Boston, Massachusetts, Apr 4-5, 2003.

“Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety.” American Economic Association Annual Meeting (AEA), Washington, D.C., Jan 3-5, 2003.

“Factors That Influence the Choice of Pricing Models in Online Advertising.” Workshop on Information Systems and Economics (WISE), Barcelona, Spain, Dec 12-14, 2002.

“Site Licensing Information Goods.” Stanford Institute for Theoretical Economics Summer Workshop, Stanford, California, Jun 27, 2002.

“Consumer Surplus in the Digital Economy: Estimating the Value of Increased Product Variety.” Workshop on Information Systems and Economics (WISE), New Orleans, Louisiana, Dec 14-15, 2001.

### **Invited Oral Presentations**

University of Florida, “A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion.” Oct 3, 2014.

University of Texas, Dallas, “A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Targeted Promotion.” Oct 17, 2014.

Georgia Institute of Technology, College of Computing, “Understanding the Effects of Social Media.” October 11, 2013.

MIT, Sloan School of Management, “Understanding the Effects of Social Media.” October 9, 2013.



MIT, Center for Digital Business, “Wisdom of Crowds.” October 9, 2013.

China Retail Forum and The Consortium for Operational Excellence in Retailing—Greater China, Tsinghua University, School of Economics and Management, “Multi-channel Retailing: Long Tail, Web Analytics, and Social Media.” December 11, 2012.

University of Washington, Foster School of Business, “Understanding the Effects of Social Media.” November 30, 2012.

Georgia Institute of Technology, College of Management, Denning T&M Program, “Long Tail, Web Analytics, and Social Media.” October 26, 2012.

University of Pennsylvania, Wharton School, “Understanding the Effects of Social Media.” October 9, 2012.

MIT, Sloan School of Management, “The Long Tail.” March 14, 2012.

University of Florida, Warrington College of Business Administration, “IT Enable Broadcasting in Social Media: An Empirical Study of Artists' Activities and Music Sales.” February 10, 2012.

University of California, Irvine, Merage School of Business, “Understanding the Effects of Social Media.” January 23, 2012.

Carnegie Mellon University, “Understanding the Effects of Social Media.” January 20, 2012.

Georgia Institute of Technology, College of Management, “Understanding the Effects of Social Media.” January 17, 2012.

University of California, San Diego, Rady School of Management, “Understanding the Effects of Social Media.” January 13, 2012.

Purdue University, Krannert School of Management, MIS Workshop, “In Search of the Holy Grail of Online Advertising: Cost per Click versus Cost per Action.” April 23, 2010.

University of Maryland, Smith School of Business, “Technology Usage and Online Sales: An Empirical Study.” February 27, 2009.

Purdue University, Department of Economics, “Battle of The Retail Channels: How Product Selection and Geography Drive Cross-channel Competition.” August 2, 2007.

Hong Kong University of Science and Technology, Business School, “Battle of The Retail Channels: How Product Selection and Geography Drive Cross-channel Competition.” June 25, 2007.

Carnegie Mellon University, Tepper School of Business/Heinz School of Public Policy and Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” March 30, 2007.

Yale University, School of Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” March 12, 2007.

University of Minnesota, Carlson School of Management, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” January 19, 2007.

Purdue University, Department of Economics, “Goodbye Pareto Principle, Hello Long Tail: The Effect of Search Cost on the Concentration of Product Sales.” January 12, 2007.

Purdue University, Krannert School of Management, MIS Workshop, “Goodbye Pareto Principle, Hello Long Tail: Modeling and Measuring the Effect of Search Cost on Product Sales Distribution.” December 2, 2005.

MIT, Sloan School of Management, 2005 MIT Sloan Retailing Summit, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” March 26-27, 2005.

University of Maryland, Smith School of Business, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” February 16, 2005.

University of Southern California, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” February 11, 2005.

University of Pennsylvania, Wharton School, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” February 8, 2005.

Purdue University, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” January 31, 2005.

Georgia Institute of Technology, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” January 27, 2005.

University of Connecticut, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” January 21, 2005.

MIT, Sloan School of Management, “Understanding the Impact of Marketing Actions in Traditional Channels on the Internet: Evidence from a Large Scale Field Experiment.” Cambridge, Massachusetts, December 1, 2004.

### **PhD Student Committee**

Mohammad Rahman, defended in 2008. (co-chair).

Wenqi Shen, defended in 2010. (co-chair).

Hailiang Chen, defended in 2012. (co-chair).

Tina Xu, defended in 2015. (committee).

Nan Du, in progress. (committee).

Karthik Kannan, in progress. (co-chair).

Shan Huang, in progress. (committee).

**References**

Prof. Erik Brynjolfsson  
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Prof. Jerry Hausman  
50 Memorial Drive  
Room E52-271D  
MIT Department of Economics  
Cambridge MA 02142  
Email: jhausman@mit.edu  
Phone: (617) 253-3644

Prof. Duncan Simester  
100 Main Street  
Room E62-542  
MIT Sloan School of Management  
Cambridge MA 02142  
Email: simester@mit.edu  
Phone: (617) 258-0679