

YUPIN YANG

(Updated in September, 2015)

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EDUCATION

Ph.D., Marketing, University of Toronto, Toronto, ON, Canada, 2007

Dissertation: Branding in Professional Team Sports

Committee: Mengze Shi (Chair), Avi Goldfarb, Andrew Ching

Ph.D Pre-Candidate, Marketing, Hong Kong University of Science and Technology, 2002

B.Sc., Operations Research & Statistics, Fudan University, Shanghai, China, 2000

ACADEMIC POSITIONS

September 2015- Associate Professor of Marketing (with tenure),
Beedie School of Business, Simon Fraser University

July 2007- August 2015, Assistant Professor of Marketing,
Beedie School of Business, Simon Fraser University

REFEREED PUBLICATIONS

- **Yang, Yupin** and Avi Goldfarb (2015). "Banning controversial sponsors: Understanding equilibrium outcomes when sports sponsorships are viewed as two-sided matches." *Journal of Marketing Research*, forthcoming.
- Lu, Qiang (Steven), **Yupin Yang**, and Ulku Yuksel (2015). "The impact of a new online channel: An empirical study." *Annals of Tourism Research*. 54: 136-155.
- **Yang, Yupin**, Qiang(Steven) Lu, Guanting Tang and Jian Pei (2015). "The Impact of Market Competition on Search Advertising." *Journal of Interactive Marketing*, 30: 46-55.
- Lu, Qiang (Steven) and **Yupin Yang** (2015). "A Longitudinal Study of the Impact of the Sydney Olympics on Real Estate Markets." *International Journal of Event and Festival Management*. 6(1): 4 – 17.
- Tang, Guanting, **Yupin Yang**, and Jian Pei (2013). "Price Information Patterns in Web Search Advertising: An Empirical Case Study on Accommodation Industry." *2013 IEEE*

International Conference Proceedings on Data Mining (ICDM'13), IEEE Computer Society Press. pp.737 – 746.

- **Yang, Yupin**, and Mengze Shi (2011). "Rise and fall of stars: Investigating the evolution of star status in professional team sports." *International Journal of Research in Marketing* 28(4): 352-366.
- **Yang, Yupin**, Mengze Shi, and Avi Goldfarb (2009). "Estimating the value of brand alliances in professional team sports." *Marketing Science* 28(6): 1095-1111.
- Ye, Yaohua, Fangxian Zheng, Chang Zuo and **Yupin Yang** (2001). "The Modeling and Forecasting of Endowment Insurance Fund." *Forecasting* Vol. (2): 65-68.

BOOK CHAPTERS

- Lu, Qiang (Steven) , **Yupin Yang**, and Shahriar Akter (2015). "The Impact of Consumer Search Behavior on Search Advertising in the Hotel Industry", Chapter 1 (pp.1-15) in *Emerging Innovative Marketing Strategies in the Tourism Industry*, IGI Global.

PAPERS UNDER REVIEW

- "Examining the impact of consumer search behavior on search advertising." (co-authored with Steven Lu). Under review at *Australian Journal of Management*.

WORKING PAPERS

- "Feedback Control During Sales Contest", (co-authored with Mengze Shi).
- "Empirically Investigating the Impact of Online Voting on Athlete Brands"

WORK IN PROGRESS

- "Estimating the value of scripts: a matching approach." (co-authored with Liyuan Wei) Data collection completed and model estimated in progress.
- "Learning From Competitors: Evidence from Sports Sponsorships." Data collection completed and data analysis in progress.

INVITED PRESENTATIONS

Estimating the Value of Brand Alliances in Professional Team Sports

- Sauder Business School, University of British Columbia, Nov 2007
- GSB, University of Chicago, Jan 2007
- Hass School of Business, University of California, Berkeley, Dec 2006
- The School of Management, University of Texas, at Dallas, Oct 2006
- Faculty of Business Administration, Simon Fraser University, Sep 2006

REFERRED CONFERENCE PRESENTATIONS

- “Who Sponsors Whom and Why? An Empirical Investigation of Sports Sponsorships” is selected to present at *the Second Empirical and Theoretical (ET) Symposium on Marketing Strategy* to be held at McMaster University on May 30, 2014.
- Price Information Patterns in Web Search Advertising: An Empirical Case Study on Accommodation Industry.” *2013 IEEE International Conference on Data Mining (ICDM'13)*, Dallas, United States, December 2013.
- “Adding Clicks: Understanding the Impact on Intermediaries of Adding a Direct Online Channel”, *Marketing Science Conference*, Istanbul, Turkey, July 2013.
- “The Adoption of Online Distribution Channels and Its Impact on Hotel’s Marketing Strategies: A Longitudinal Study”, *Marketing Science Conference*, Boston, United States, June 2012 .
- “ Empirically Investigating the Sports Sponsorship Decisions in English Football Leagues”. *Marketing Science Conference* at Rice University, Houston, June 2011.
- “ What Makes A Superstar?--- Examining the Impact of Internet Voting on Athlete Brand Values”, *Marketing Science Conference* at University of Michigan, Ann Arbor, 2009.
- “ What Makes You a Superstar—Investigating the Evolution of Athlete Brands” *Marketing Science Conference*, Vancouver, 2008
- “Co-Branding Strategy in Professional Team Sports”, *INFORMS Marketing Science Conference*, Pittsburgh, 2006.
- “Do Consumers Learn through Experimentation?—Evidence from Mailing Catalogue Data”, *INFORMS Marketing Science Conference*, Atlanta, 2005.

COURSES TAUGHT

- Marketing Strategy, Simon Fraser University, 2011-present
- Introduction to Marketing Research, Simon Fraser University, 2007- present
- The Principles of Marketing, University of Toronto, 2004.

GRADUATE STUDENT SUPERVISION

- Guanting Tang, PhD student at School of Computing Science, Simon Fraser University, 2010-2015. (Role: co-supervisor)

GRANTS AND AWARDS

- Standard SSHRC Grant. “Empirically Investigating the Sports Sponsorship Decisions in English Football Leagues”, \$ 27,860, 2011.
- Small SSHRC Grant, \$5,000, 2010.
- SFU SSHRC Travel Grant, \$1,500, 2009.
- Research Grant from Faculty of Business, \$10,000, 2008.
- President Research Grant, Simon Fraser University, 10,000, 2007.
- Computer Start-up Grant \$ 5,000, 2007
- Scholarship, Joseph L. Rotman School of Management, University of Toronto, 2002-2007
- INFORMS Marketing Science Conference Doctoral Consortium Fellow, Pittsburgh, 2006
- INFORMS Marketing Science Conference Doctoral Consortium Fellow, Atlanta, 2005
- Studentship, Hong Kong University of Science and Technology, 2000-2002
- Second Prize in the National University Mathematical Modeling Contest, China, 1999
- Scholarship for six times in Fudan University, Shanghai, China 1996-2000

SERVICE:

- Undergraduate Appeal Committee, 2014-2015
- Undergraduate Committee 2011-2012, 2013-2014
- Beedie School Broad-Based Admission Committee 2011-2012, 2013-2014
- Beedie School Research Committee 2009-2010

AD-HOC REVIEWER:

Ad-hoc Reviewer for Marketing Science, Management Science, Journal of Marketing Research, International Journal of Research in Marketing, Canadian Journal of Administrative Sciences, , Interfaces, and SSHRC Grant.

LEAVES:

Medical leave, June-July 2008
Parental leave, January –August 2013
Medical leave, February-April 2014
Parental leave, January-August 2015.