

Yunfei (Jesse) Yao

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EDUCATION

University of California, Berkeley, Ph.D. Business Administration, 2023 (expected)

Stanford University, Exchange student in Economics, 2019

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

Peking University, Major in Mathematics, 2012 - 2015

RESEARCH INTERESTS

- Competitive Strategy
- Incentives and Contracts
- Economics of Information

PAPERS

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

TEACHING

- Graduate Student Instructor, Marketing Strategy (MBA), 2022
- Graduate Student Instructor, Microeconomic Theory (graduate), 2020
- Graduate Student Instructor, Marketing (undergraduate), 2019

INDUSTRY EXPERIENCE

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

HONORS AND AWARDS (GRADUATE)

- 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

INVITED TALKS

Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference 2022
Peking University
Nova School of Business and Economics
University of Melbourne
UT Dallas
University of Rochester
HKUST
CUHK
UIUC