# Yunfei (Jesse) Yao

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## CURRENT POSITION

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

## 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

## PUBLICATIONS

◦ **Dynamic Persuasion and Strategic Search** *Management Science*, forthcoming
◦ **A Dynamic Model of Optimal Retargeting** *Marketing Science*, 2021
   (with *J. Miguel Villas-Boas*)

## WORKING PAPERS

◦ **Multi-attribute Search**
◦ **Reputation for Privacy**
◦ **Search Fatigue, Choice Deferral, and Closure**
   (with *Z. Eddie Ning* and *J. Miguel Villas-Boas*)
◦ **Precision-Recall Tradeoff in Algorithmic Targeting**
   (with *Ganesh Iyer* and *Zemin (Zachary) Zhong*)
◦ **Privacy and Polarization: An Inference-Based Framework**
   (with *Tommaso Bondi* and *Omid Rafieian*)
◦ **Consumer Gradual Learning and Firm Non-stationary Pricing**
   (with *Wee Chaimanowong* and *Qiaoyi Chen*)

## TEACHING

◦ Instructor, Digital Marketing (MS), 2023
   *Teaching Evaluation: 5.9/6, 5.8/6 (adjusted mean/total)*
◦ 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

| | |
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| 18th Annual Bass FORMS Conference | 2024 |
| Hong Kong Quant Marketing Brown Bag Series | |
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| ISMS Marketing Science Conference | 2023 |
| Bay Area Marketing Symposium | |
| Berkeley Economics Theory Lunch | |
| 17th Annual Bass FORMS Conference (Discussant) | |
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| Berkeley/Columbia/Duke/MIT/Northwestern IO Theory Conference | 2022 |
| (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 | |

## SERVICE

Reviewer: *Management Science, Marketing Science*

## ADVISING

◦ Teng Yu, Independent Research supervisor