

NATHAN YANG

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Academic Positions

Assistant Professor, Cornell University, SC Johnson College of Business, Charles H. Dyson School of Applied Economics and Management, 2020 -

Assistant Professor, McGill University, Desautels Faculty of Management, 2015 - 2020

Post-Doctoral Associate and Lecturer, Yale University, School of Management, 2012 - 2015

Education

Ph.D. Economics, University of Toronto, 2013

M.A. Economics, University of Toronto, 2007

B.Sc. Mathematics, University of Alberta, 2006

Research

Areas of Interest

Retail Strategy, Dynamic Games, Behavioral Analytics, Health and Wellness

Peer Reviewed Articles

Chintala, Sai Chand, Jūra Liaukonytė, and **Nathan Yang** (2023), "Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy," *Marketing Science*, forthcoming

Fang, Limin, and **Nathan Yang** (2023), "Measuring Deterrence Motives in Dynamic Oligopoly Games," *Management Science*, forthcoming

Khwaja, Ahmed, and **Nathan Yang** (2022), "Quantifying the Link Between Employee Engagement, and Customer Satisfaction and Retention in the Car Rental Industry," *Quantitative Marketing and Economics*, 20, 275-292

Ergin, Elcin, Mehmet Gumus, and **Nathan Yang** (2022), "An Empirical Analysis of Intra-Firm Product Substitutability in Fashion Retailing," *Production and Operations Management*, 31 (2), 607-621

Ling, Yabo, Jian-Yun Nie, Daiva Nielsen, Bärbel Knäuper, **Nathan Yang**, and Laurette Dubé (2022), "Following Good Examples - Health Goal-Oriented Food Recommendation based on Behavior Data," *WWW '22: Proceedings of the ACM Web Conference 2022*, April 25-29, 2022

Labonte, Katherine, Bärbel Knäuper, Laurette Dubé, **Nathan Yang**, and Daiva Nielsen (2022), "Adherence to a caloric budget and body weight change vary by season, gender, and BMI: an observational study of daily users of a mobile health app," *Obesity Science & Practice*, 8 (6), 735-747

- Nielsen, Daiva, **Nathan Yang**, Laurette Dubé, Bärbel Knäuper, Yabo Ling, and Jian-Yun Nie (2022), "Consumption Variety in Food Recommendation," *Journal of the Association for Consumer Research*, 7 (4)
- Liu, Peggy, Jeffrey Inman, Beibei Li, Charlene Wong, and **Nathan Yang** (2022), "Consumer Health in the Digital Age," *Journal of the Association for Consumer Research*, 7 (2)
- Nishida, Mitsukuni, and **Nathan Yang** (2020), "Threat of Entry and Organizational-form Choice: The Case of Franchising in Retailing," *Journal of Marketing Research*, 57 (5), 810-830
- Hagen, Linda, Kosuke Uetake, **Nathan Yang**, Bryan Bollinger, Allison Chaney, Daria Dzyabura, Jordan Etkin, Avi Goldfarb, Liu Liu, K. Sudhir, Yanwen Wang, James Wright, and Ying Zhu (2020), "How Can Machine Learning Aid Behavioral Marketing Research?" *Marketing Letters*, 31, 361-370
- Yang, Nathan** (2020), "Learning in Retail Entry," *International Journal of Research in Marketing*, 37 (2), 336-355
- Uetake, Kosuke, and **Nathan Yang** (2020), "Inspiration from the "Biggest Loser": Social Interactions in a Weight Loss Program," *Marketing Science*, 39 (3), 487-499
- Blevins, Jason, Ahmed Khwaja, and **Nathan Yang** (2018), "Firm Expansion, Size Spillovers and Market Dominance in Retail Chain Dynamics," *Management Science*, 64 (9), 4070-4093
- Igami, Mitsuru, and **Nathan Yang** (2016), "Unobserved Heterogeneity in Dynamic Games: Cannibalization and Preemptive Entry of Hamburger Chains in Canada," *Quantitative Economics*, 7 (2), 483-521
- Yang, Nathan** (2012), "Burger King and McDonalds: Wheres the Spillover?" *International Journal of the Economics of Business*, 19 (2), 255-281
- Chi, Feng, and **Nathan Yang** (2011), "Twitter Adoption in Congress," *Review of Network Economics*, 10 (3), 1-44

Working Papers

- Dotzel, Thomas, and **Nathan Yang** (2024), "Repeat Interactions in Face-to-Face Services"
- Luo, Lijuan, and **Nathan Yang** (2023), "Platform Competition with Exclusive Dealing and Loyalty Programs"
- Jiang, Yikun, Kosuke Uetake, and **Nathan Yang** (2023), "Engagement Dynamics in mHealth" [Revise and Resubmit at *Marketing Science*]
- Chi, Feng, Limin Fang, Mengwei Lin, and **Nathan Yang** (2023), "A Tax-Shaped Retail Landscape"
- Yang, Nathan** (2023), "Rational Non-Strategic Entry"
- Fang, Limin, and **Nathan Yang** (2023), "Non-Monotonicity in Retail Entry"
- Fang, Limin, and **Nathan Yang** (2023), "Risky Preemptive Investment"
- Zakerinia, Saleh, **Nathan Yang**, and Vithala R. Rao (2023), "The Economic Benefits of Modular Innovation"
- Uetake, Kosuke, and **Nathan Yang** (2022), "Harnessing the Small Victories: Goal Design Strategies for a Mobile Calorie and Weight Loss Tracking Application" [Reject and Resubmit at *Management Science*]

Work-in-Progress

Rao, Vithala R., **Nathan Yang**, and Saleh Zakerinia (2023), "Using Quantum Game Theory to Model Competition"

Luo, Lijuan, Emaad Manzoor, and **Nathan Yang** (2023), "Creative Marketplaces for Humans and Machines"

Meng, Zanliang, and **Nathan Yang** (2023), "Skin in the Game: Learning from Organizational-form Decisions in Retail"

Woolley, Kaitlin, and **Nathan Yang** (2023), "Retail Chain Backlash"

Books

Dubé, Laurette, Maxime Cohen, **Nathan Yang**, and Bassem Monla, eds. (2024), *Precision Retailing*, University of Toronto Press: Toronto

Book Chapters

Dubé, Laurette, Maxime Cohen, **Nathan Yang**, and Bassem Monla (2024), "Preface by the Editorial Team," *Precision Retailing* (edited by Laurette Dubé, Maxime Cohen, **Nathan Yang**, and Bassem Monla), University of Toronto Press: Toronto

Dubé, Laurette, Sjaak Wolfert, Karin Zimmerman, **Nathan Yang**, Fernando Diaz-Lopez, Rigas Arvanti, Sandra Schillo, Jian-Yun Nie, and Shawn Brown (2020), "Convergence research and innovation digital backbone: Behavioral analytics, artificial intelligence, and digital technologies as bridges between biological, social, and agri-food systems," *How is Digitization Affecting Agri-Food? New Business Models, Strategies, and Organizational Form* (edited by Maria Carmelo Annosi and Federica Brunetta), 111-125, Routledge: London

Other Publications

Dubé, Laurette, Daiva Nielsen, **Nathan Yang**, Andre Portella, and Shawn Brown (2020), "Behavior Analytics, Artificial Intelligence and Digital Technologies as Bridges Between Biological, Social and Food Systems," *Sight and Life*, 34 (1), 110-116

Awards, Honors and Recognition

Jean F. Rowley Research Excellence Award, 2022

SSHRC IDG Grant Proposal Ranked 1st overall in the Emerging Scholars category under the Business, Management and Related Fields 2 committee, 2016

Publication featured in the "International Journal of the Economics of Business 21st Anniversary Call for Papers," 2014

Publication selected for "20 Years of International Journal of the Economics of Business" Anniversary Collection, 2013

Winner of the North American Regional Science Council (NARSC) Graduate Student Paper Award, 2011

Social Sciences and Humanities Research Council of Canada (SSHRC), Joseph-Armand Bombardier Canada Graduate Scholarship (CGS), 2008 - 2011

Maurice Cody Research Fellowship, University of Toronto, 2011

Mary H. Beatty Fellowship, University of Toronto, 2008 - 2009

Jason Lang Scholarship, University of Alberta, 2005

Grants

Cornell Innovation Entrepreneurship and Technology (IET) Grant, co-principal investigator, with Young-Hoon Park, 2022

New Frontiers in Research Fund (NFRF) Exploration Grant (Inaugural Competition), co-principal investigator, with Laurette Dubé, Bärbel Knäuper, Jian-Yun Nie, and Daiva Nielsen, 2019

The Institute for Data Valorisation (IVADO) Startup Research Grant, lead principal investigator, with Laurent Charlin, Saibal Ray, and Changseung Yoo, 2019

Marketing Science Institute (MSI) Research Grant, co-applicant with Linda Hagen, Yikun Jiang, Bärbel Knäuper, and Kosuke Uetake, 2018

The Institute for Data Valorisation (IVADO) Research Internship Grant, sole principal supervisor, 2018

Social Sciences and Humanities Research Council (SSHRC) Insight Grant, co-applicant with Yu Ma (principal investigator), Andrew Ching, and Laurette Dubé, 2018 - 2021

Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant, sole principal investigator, 2016 - 2018

Compute Canada Default Resource Allocation Project, 2015 -

NET Institute Summer Research Grant, co-applicant with Mitsukuni Nishida, 2014

Wharton Customer Analytics Initiative Data Grantee, co-applicant with Ahmed Khwaja, 2013

NET Institute Summer Research Grant, 2011

Research Affiliations

Faculty Affiliate, FinTech at Cornell, 2021 -

Faculty Affiliate, Cornell Institute on Health Economics, Health Behaviors and Disparities (HEHBAD), 2020 -

Associate Researcher, Center for Interuniversity Research and Analysis of Organizations (CIRANO), 2020 -

Research Fellow, Behavioral Economics in Action at Rotman (BEAR), 2019 -

Research Faculty, McGill Food Analytics Centre (McFAC), 2019 - 2020

Affiliate Professor, McGill University, Bensadoun School of Retail Management (BSRM), 2018 - 2020

Associated Member, Institute for Data Valorization (IVADO), 2017 - 2020

Member, Group for Research in Decision Analysis (GERAD), 2017 - 2020

Faculty Associate, Canadian Centre for Health Economics (CCHE), 2017 - 2020

Researcher, Center for Interuniversity Research and Analysis of Organizations (CIRANO), 2016 - 2020

Academic Member, McGill Centre for the Convergence of Health and Economics (MCCHE), 2016 - 2020

Research Fellow, Centre interuniversitaire de recherche en économie quantitative (CIREQ), 2015 - 2020

Academic Presentations

Seminars and Workshops

2024: Baruch College (Marketing), Coventry University (Marketing), University College London (Marketing), Bocconi University (Marketing), United States Department of Agriculture (Economic Research Service)

2023: Temple University (Marketing), Canadian Centre for Health Economics (CCHE), University of Alberta (Computer Science), University of Toronto (Marketing), Rutgers University (Marketing), AMA RAPSIG

2022: JACR, Temple University (Marketing), Virtual Digital Economy (VIDE), Marketing Modelers Group, McGill University (Marketing), McGill University (Nutrition)

2021: MCCHE Healthy Brains for Healthy Lives (HBHL) Workshop, Nanyang Technological University (Information Systems)

2020: Concordia John Molson School of Business (Marketing), Yale University (Marketing), McGill University (Nutrition)

2019: Cornell University (Marketing), Dalian University of Technology (Marketing), Dongbei University of Finance and Economics (Operations), University of Guelph (Marketing), Emory University (Marketing), CREST-ENSAE (Economics), Toulouse School of Economics (Economics)

2018: Dalian University of Technology (Marketing), Dongbei University of Finance and Economics (Operations), Duke University (Marketing), Queen's University (Marketing), University of Toronto (BEAR)

2017: University of Michigan (Economics), University of Michigan (Marketing), Purdue University (Marketing), McGill-John Hopkins-PSC BRIDGE, McMaster University (Marketing), University of Ottawa (Economics)

2016: McMaster University (Economics), University of Toronto (Economics), University of Toronto (Marketing), MCCHE Consumer Behavior, University of Alberta (Economics), University of Alberta (Marketing), University of British Columbia (Marketing), Western University (Marketing), University of Guelph (Marketing), Chinese University of Hong Kong (Marketing), McGill University (Finance), GERAD

2015: HEC Montréal (Economics), Yale University (Marketing), Yale University (Human Neuroscience Lab), Yale University (Economics)

2014: McGill University (Marketing), Yale University (Marketing)

2013: Yale University, Consumer Financial Protection Bureau

2012: Kansas State University (Economics), University of Connecticut (Marketing), Massachusetts Institute of Technology (Marketing), SUNY Stony Brook (Economics), Charles River Associates, Johns Hopkins University (Economics), Carnegie Mellon University (Economics), Purdue University (Economics), University of Chicago (Marketing)

2011: Bank of Canada, Yale University (Marketing)

Conferences

2023: Causal Data Science Meeting

2022: INFORMS Marketing Science Conference, SICS, Strategy Science Conference

2021: Paris Conference on Digital Economics, AIM (Artificial Intelligence in Management) Workshop and Conference at USC, Industrial Organization Society Conference, Nudges in Health Care Symposium (poster session), INFORMS Marketing Science Conference, 13th International Conference on Monte Carlo Methods and Applications, International Association for Applied Econometrics (IAAE) Annual Conference, INFORMS Virtual Healthcare Conference, Causal Data Science Meeting

2020: Summer AMA Master Class

2019: 11th Triennial Invitational Choice Symposium, Joint Statistical Meeting

2018: HEC Symposium on Consumer Behavior, ET Symposium at University of Guelph, Annual Canadian Health Economics Study Group Meeting at McGill University, Canadian Economic Association Conference at McGill University, INFORMS Marketing Science Conference, International Association for Applied Econometrics Conference at University of Montréal and UQAM

2017: American Real Estate and Urban Economics Association Conference, Industrial Organization Society Conference, 11th International Conference on Monte Carlo Methods and Applications, Marketing Analytics and Big Data Conference at Columbia Business School, Canadian Centre for Health Economics at University of Toronto, GERAD Day, Ninth Workshop on Dynamic Games in Management Science at HEC Montréal

2016: CIQSS Montreal Applied Microeconomics Research Day, Eighth Workshop on Dynamic Games in Management Science, Marketing Science Conference on Health at the Olin School

2014: Marketing Dynamics Conference, Strategy Conference at Columbia University, UTD FORMS Conference

2013: North American Econometric Society Meeting at University of Southern California, International Industrial Organization Conference

2012: FTC Microeconomics Conference, QME Annual Conference

2011: Urban Economics Association Meeting, Yale School of Management (Marketing), North American Econometric Society Meeting at Washington University of St. Louis

Teaching

Instructor

Doctoral Seminar in Quantitative Marketing: Structural Models and Estimation (NRE), Cornell University, SC Johnson College of Business, 2021, 2023

Retail Strategy (AEM), Cornell University, Charles H. Dyson School of Applied Economics and Management, 2021 -

Marketing (AEM), Cornell University, Charles H. Dyson School of Applied Economics and Management, 2020 -

Advanced Marketing Analytics: Visual Listening in Marketing (MMA), McGill University, Desautels Faculty of Management, 2019 - 2020

Internet Marketing Analytics (MMA), McGill University, Desautels Faculty of Management, 2019 - 2020

Internet Marketing Strategy (MBA), McGill University, Desautels Faculty of Management, 2017 - 2020

Principles of Marketing (BComm), McGill University, Desautels Faculty of Management, 2016 - 2020

Internet Marketing and Social Media Analytics (MBA), Yale University, School of Management, 2013 - 2015

Ph.D Program

Advisor

Saleh Zakerinia, Cornell University, Charles H. Dyson School of Applied Economics and Management

Sai Chand Chintala, Cornell University, SC Johnson Graduate School of Management

Committee Member

Xinhua Wang, Cornell University, Nolan School of Hotel Administration

Anugna Reddy Gondi, Cornell University, SC Johnson Graduate School of Management

Na Liu, Cornell University, Department of Economics

Murat Unal, Cornell University, SC Johnson Graduate School of Management

Raphael Zerbato, HEC Montréal, Department of Applied Economics

Qianran (Jenny) Jin, McGill University, Desautels Faculty of Management

Jafar Chaab, HEC Montréal, Department of Decision Sciences

François-Xavier Devailly, HEC Montréal, Department of Decision Sciences

June Lee, McGill University, Desautels Faculty of Management

Filippo Dall'Olio, McGill University, Desautels Faculty of Management

Elcin Ergin, McGill University, Desautels Faculty of Management

External Member

Thang Long Doan, McGill University, Desautels Faculty of Management

Zhuang Miao, McGill University, Department of Economics

Derek Chan, McGill University, Desautels Faculty of Management

Jean-François Mercier, McGill University, Department of Economics

Amir Akbari, McGill University, Desautels Faculty of Management

*Master's Program***Advisor**

Zanliang Meng, Cornell University, Charles H. Dyson School of Applied Economics and Management

Pradeep Nagavenkata, Cornell University, SC Johnson Graduate School of Management

Committee Member

Chenrui Wang, Cornell University, Charles H. Dyson School of Applied Economics and Management

Fauzi Estiko, Cornell University, Charles H. Dyson School of Applied Economics and Management

Academic Service*Editorial Board*

Marketing Science, 2022 -

Journal of Experimental Psychology: Applied, 2021 -

Ad Hoc Reviewer

Economics: *American Economic Review*, *American Economic Review: Insights*, *Canadian Journal of Economics*, *Economic Record*, *Information Economics and Policy*, *International Economic Review*, *International Journal of the Economics of Business*, *International Journal of Industrial Organization*, *Journal of Econometrics*, *Journal of Economic Dynamics and Control*, *Journal of Economics & Management Strategy*, *Journal of the European Economic Association*, *Journal of Industrial Economics*, *Journal of Law and Economics*, *Journal of Political Economy*, *Journal of Political Economy Microeconomics*, *Journal of Urban Economics*, *RAND Journal of Economics*, *Review of Economic Studies*, *Review of Industrial Organization*

Information Systems: *Information Systems Research*, *Management Science*, *MIS Quarterly*

Marketing: *Journal of the Association for Consumer Research*, *Journal of Business Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Public Policy & Marketing*, *Management Science*, *Marketing Science*, *Psychology & Marketing*

Psychology: *Journal of Experimental Psychology: Applied*, *Organizational Behavior and Human Decision Processes*

Operations: *Production and Operations Management*

Strategy: *California Management Review*

Awards: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition

Books: *Channel Strategies and Marketing Mix in a Connected World* (edited by Saibal Ray and Shuya Yin), *Precision Retailing* (edited by Laurette Dubé, Maxime Cohen, Nathan Yang, and Bassem Monla)

Grants: Dutch Research Council (NWO), Institute for Data Valorization (IVADO) Postdoctoral Scholarships, Mitacs Accelerate Program, New Frontiers of Research Fund (NFRF) Exploration Grant, Research Grants Council (RGC) of Hong Kong, Social Sciences and Humanities Research Council (SSHRC) Insight Development Grant

Invited Discussant

Virtual Quantitative Marketing Seminar, 2021

Cornell AAD Event - Dyson Marketing Faculty Panel, 2021

Cornell Masters on Campus (organized by Clarence Lee), 2021

European Foundation for Management Development (EFMD) Conference, 2019

UT Dallas FORMS Conference, 2017

NET Institute Annual Meeting at NYU Stern, 2012

Industry Speaking and Keynotes

eTail Canada, 2019

AI & Digital Innovation in Asia (GoVision and Microsoft), 2019

FitNow Inc., 2018

Committee Assignments

Cornell University

MPS Marketing Concentration Leader, 2023 -

AEM Graduate Studies Committee, 2023 -

MS/PhD Curriculum Review, 2022

Faculty Search Committee, 2022

AEM PhD Placement Committee, 2022

Faculty Fellow for Inclusive Excellence, 2022 -

PhD Program Committee, 2021 -

Cornell Johnson Marketing Camps Committee, 2021 - 2022

Undergraduate Studies Committee, 2020 - 2022

McGill University

AI Initiatives Committee, 2019 - 2020

MBA Curriculum Redesign Committee, 2019

Project Coordinator for the McGill BSRM-IVADO Research Initiative, 2018 - 2020

Working Committee for Retail Lab: Food, Health and Wellness, 2018 - 2019

BComm Business Analytics Curriculum Committee, 2018 - 2019

MMA Steering Committee, 2018 - 2019

Analytics Taskforce, 2017 - 2018

PhD Program Committee, 2017 - 2020
Research Council, 2016 - 2017
Undergraduate Scholarship Committee, 2015 - 2016
McGill Institute of Marketing, 2015 - 2016, 2018 - 2020
International Management Program, 2015 - 2017

Media Outreach

Podcasts

How much do your peers' diets impact your weight loss? More than you think! *INFORMS Resoundingly Human*, August 14, 2020

Expert Commentary

What Happened to Black Friday? Nathan Yang Explains, *Dyson Business Feed*, December 14, 2023

The Halo Effect II: Quantifying the Impact of Omnichannel, *ICSC Report*, July 22, 2019

Blogs and News

Online vs. Brick-and-Mortar Shopping. *American Council on Science and Health*, November 21, 2023

What price brand loyalty in the age of online grocery shopping? *Medium*, November 6, 2023

This Week in Food Delivery & Quick Commerce, *Foodeli*, November 5, 2023

Online grocery shopping promotes less variety, fewer impulse buys, *Scienmag*, November 2, 2023

Online Shopping Behaviors may Hinder the Introduction of New Products, *African Marketing Confederation*, November 1, 2023

Cornell study finds online grocery baskets have less produce than in-store carts, *Blue Book Services*, October 31, 2023

Study Reveals Online Grocery Shoppers Make Healthier Choices but Lack Variety, *Friday Takeaway*, October 31, 2023

Online grocery baskets less varied than in-store carts, *Cornell Chronicle*, October 30, 2023

Shopping Fast and Slow, *stoa*, August 18, 2023

Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy! *The Neurodivergent Economist*, August 21, 2023

Major coffee chains often move in to wall out competitors: study, *Insights at UBC Sauder*, July 10, 2023

Are (Seemingly Uniform) Tax Policies Creating a Sense of Déjà Vu in the Retail Landscape? *FinReg Blog*, February 23, 2023

Employee Engagement for Sales Teams, *Swell*, December 27, 2022

- Measuring Deterrence Motives in Dynamic Oligopoly Games, *Antitrust & Competition Policy Blog*, October 26, 2022
- Seven reasons your workplace should be built upon communication, *helloteam*, June 3, 2020
- CALS welcomes 13 new faculty members, *Cornell Chronicle*, December 3, 2020
- How to lose weight easily and sustainably, *Kontan*, October 13, 2020
- Want to Lose Weight "Healthy and Long Lasting"? Here's How, *Kompas*, October 12, 2020
- Focusing on This Can Help Increase Weight Loss, Study Finds, *Eat This, Not That!* October 9, 2020 [Re-printed in *msn lifestyle*, *Yahoo! Life*, and *EatEssentials*]
- Stop Dreaming So Big, *Medium*, October 2, 2020
- To Reach Weight-Loss Targets, Start with Small Goals, *Yale Insights*, September 1, 2020 [Re-printed in *Medical Xpress*]
- Weight loss of top performers has positive effect on individuals' weight loss goals, *News-Medical*, June 25, 2020
- Dieting success: Top performers provide more positive support than peers, *Science Codex*, June 23, 2020 [Re-printed in *Scienmag*]
- Happy Employees and Bottom Line Profitability, *KeyStaff*, February 1, 2020
- Harnessing Small Victories, *Yale CCI Insights Review*, January 16, 2020
- Want to Motivate Your Employees? Learn from Weight-loss Superstars, *Delve*, January 13, 2020
- How to boost sales team productivity with an employee engagement strategy, *bountiXP*, September 11, 2019
- Does the "buddy system" really encourage weight loss? *Natural News*, June 6, 2019 [Re-printed in *The Healthy Daily*]
- Thirteen early-career researchers explore new frontiers, *McGill Reporter*, May 23, 2019
- Are weight loss challenges with friends more successful? *Medical News Bulletin*, April 6, 2019
- How Losing Weight in a Group Can Fail, *Dr. Howard Smith Oncall*, February 7, 2019
- Peer dynamics can help or hinder weight loss success, *News-Medical*, January 30, 2019
- Does the 'buddy system' actually help us lose weight - or hinder us? *body+soul*, January 30, 2019
- With weight loss being a common self-improvement goal does the 'buddy system' approach to weight loss work? *My Dermatologist*, January 29, 2019 [Re-printed in *Medical Xpress*]
- Does the 'buddy system' to weight loss work? *ScienceDaily*, January 29, 2019
- Findings: A Daily Roundup, *National Affairs*, January 27, 2019
- Research-Based Tips for a Better New Year, *Yale Insights*, December 20, 2018
- If You're Not Prioritizing Employee Experience Improvement, You're Doing It Wrong, *Forrester*, October 19, 2018
- How to Use Employee Engagement to Increase Sales, *axero*, October 5, 2018

For Motivation, Dieters Look to the 'Biggest Loser', *Yale Insights*, October 4, 2018

Un truc ultrasimple pour voler de succès en succès au travail, *Les Affaires*, March 10, 2017

'Thinspiration' is the key to losing weight, *BDaily*, August 3, 2016

How to Use Employee Engagement to Increase Results Pt.1, *New Intranet Blog*, October 8, 2015

Can Employee Engagement Really Boost Sales? A New Study May Have the Answer, *CloserIQ Blog*, March 9, 2015

Why the high street is overdosing on caffeine, *Financial Times*, February 6, 2015 [Re-printed in *Tim Harford (The Undercover Economist)*, *Business Day Live*, *WorldNews*, *America Retail* (Spanish), and *Milenio* (Spanish)]

Free Exchange: Corporate sardines, *The Economist*, May 3, 2014 [Re-printed in *Economics 4th Edition: Making Sense of the Modern Economy*]

Vice President Biden Has A New Twitter Feed. What Will He Use It For? *New Republic*, July 5, 2011

Why Politicians Tweet, *Freakonomics*, December 9, 2010 [Re-printed in *SocialTimes*]

High Level Holiday Reading: Academics Take on Twitter, *Brick by Brick*, November 24, 2010

Republican Governors Association Raises Big Q2 Money, Congress' Tweeting Habits and More in Capital Eye Opener, *OpenSecrets*, August 17, 2010

On Twitter, Democrats more transparent than Republicans, study says, *LA Times*, August 4, 2010 [Re-printed in *Baltimore Sun*, *Chicago Tribune*, and *Hartford Courant*]

Personal

Citizenship: Canadian, US Permanent Resident

Hometown: Saskatoon, Saskatchewan