

# NATHAN YANG

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## Academic Appointments

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

## Areas of Research

Behavioral Analytics, Dynamic Structural Models, Empirical Industrial Organization, (Mobile) Health and Wellness, Retail Strategy

## Research

[*Note: Authors listed in alphabetical order with equal contribution unless otherwise noted with \*, where \* indicates lead author(s)*]

### *Peer Reviewed Publications*

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, Under Review or Revision*

Hagen, Linda, Yikun Jiang, Bärbel Knäuper, Kosuke Uetake, and **Nathan Yang** (2021), "The Implications of Premium Version Adoption on Customer Relationship Management: An Empirical Study of User Engagement and Retention in mHealth" [being revised for *Journal of Marketing*]

Nielsen, Daiva\*, **Nathan Yang**\*, Laurette Dubé, Bärbel Knäuper, Yabo Ling, and Jian-Yun Nie (2020), "Consumption Variety in Food Recommendation" [under review]

Jiang, Yikun, and **Nathan Yang** (2020), "Victim of Your (Customer's) Own Success" [being revised for *Journal of Marketing Research*]

Liu, Peggy\*, Jeffrey Inman, Beibei Li, Charlene Wong, and **Nathan Yang** (2020), "Consumer Health in the Digital Age" [under review]

Fang, Limin, and **Nathan Yang** (2020), "Insights About Entry Deterrence Motives from Non-Monotonic Entry Patterns in Retail" [being revised for *Quantitative Marketing and Economics*]

Fang, Limin, and **Nathan Yang** (2020), "Measuring Preemptive Entry in Dynamic Oligopoly Games" [being revised for *Management Science*]

Ergin, Elcin, Mehmet Gumus, and **Nathan Yang** (2020), "An Empirical Analysis of Intra-Firm Product Substitutability in Fashion Retailing" [being revised for *Production and Operations Management*]

Khwaja, Ahmed, and **Nathan Yang** (2020), "Quantifying the Link Between Employee Engagement and Customer Satisfaction in the Car Rental Industry" [being revised for *Quantitative Marketing and Economics*]

Fang, Limin, and **Nathan Yang** (2019), "Aggressive Growth in Retail: A Trade-off Between Deterrence and Survival?"

Uetake, Kosuke, and **Nathan Yang** (2018), "Harnessing the Small Victories: Goal Design Strategies for a Mobile Calorie and Weight Loss Tracking Application" [being revised for *Management Science*]

K. Sudhir, and **Nathan Yang** (2018), "The Value of Free Upgrades" [being revised for *Management Science*]

### *Work in Progress*

Nielsen, Daiva, and **Nathan Yang** (2020), "User Heterogeneity and mHealth Design"

Cohen, Maxime, Baek Jung Kim, and **Nathan Yang** (2020), "Service Quality Failures and Customer Goodwill"

### Books

Dubé, Laurette\*, Maxime Cohen, **Nathan Yang**, and Bassem Monla, eds. (2021), *Precision Retailing*, University of Toronto Press: Toronto, forthcoming

### Book Chapters

Dubé, Laurette\*, Maxime Cohen, **Nathan Yang**, and Bassem Monla (2021), "Precision Retailing as a Core Pillar of Adaptive Real-World Behavior and Convergence Economy," *Precision Retailing* (edited by Laurette Dubé, Maxime Cohen, **Nathan Yang**, and Bassem Monla), University of Toronto Press: Toronto, forthcoming

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

## Grants

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

## Awards, Honors and Recognition

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

## Research Affiliations

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

2021 (including upcoming): University of Nebraska-Lincoln College of Business (Marketing)

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

2019: Cornell Dyson School of Applied Economics and Management (Marketing), Dalian University of Technology Faculty of Management and Economics (Marketing), Dongbei University of Finance and Economics (Operations), University of Guelph Gordon S. Lang School of Business and Economics (Marketing), Emory Goizueta Business School (Marketing), CREST-ENSAE (Economics), Toulouse School of Economics (Economics)

2018: Dalian University of Technology Faculty of Management and Economics (Marketing), Dongbei University of Finance and Economics (Operations), Duke Fuqua School of Business (Marketing), Queen's Smith School of Business (Marketing)

2017: University of Michigan Ross School of Business (Economics and Marketing), Purdue Krannert School of Management (Marketing), McGill-John Hopkins-PSC BRIDGE Webinar, McMaster DeGroote School of Business (Marketing), University of Ottawa (Economics)

2016: McMaster University (Economics), University of Toronto (Economics and Marketing), MCCHE Consumer Behavior Webinar, University of Alberta (Economics and Marketing), University of British Columbia Sauder School of Business (Marketing), Western University Ivey Business School (Marketing), University of Guelph College of Business and Economics (Marketing), Chinese University of Hong Kong Business School (Marketing), McGill Desautels Faculty of Management (Finance), GERAD

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

2014: McGill Desautels Faculty of Management (Marketing), Yale School of Management (Marketing)

2013: Yale School of Management, Consumer Financial Protection Bureau,

2012: Kansas State University (Economics), University of Connecticut School of Business (Marketing), Massachusetts Institute of Technology Sloan (Marketing), SUNY Stony Brook (Economics), Charles River Associates, Johns Hopkins University (Economics), Carnegie Mellon University Tepper School of Business (Economics), Purdue Krannert School of Management (Economics), University of Chicago Booth School of Business (Marketing)

2011: Bank of Canada, Yale School of Management (Marketing)

### *Conferences and Workshops*

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, BEAR Research Retreat at Rotman School of Management, INFORMS Marketing Science Conference at Temple University, 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

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 Advising*

#### **Committee Member**

Saleh Zakerinia, Cornell University, Charles H. Dyson School of Applied Economics and 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 Examination Committee**

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

**Service***Ad-hoc Reviewing*

**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*

**Economics:** *American Economic Review, Canadian Journal of Economics, Economic Record, Information Economics and Policy, International Journal of the Economics of Business, 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 Urban Economics, RAND Journal of Economics, Review of Economic Studies, Review of Industrial Organization*

**Psychology:** *Organizational Behavior and Human Decision Processes*

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

**Strategy:** *California Management Review*

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

**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)

*Invited Discussant*

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

*Invited Conference Attendee*

NBER Machine Learning in Health Care, 2021

NBER Industrial Organization Program Meeting, 2014, 2021

### *Industry Speaking and Keynotes*

eTail Canada, 2019

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

FitNow Inc., 2018

### *Conference and Workshop Organizing*

#### **Machine Learning**

GERAD AI, Big Data and Behavioral Science Workshop Series, 2019

Session on "Artificial Intelligence Meets Behavioral Science: Innovations in Discovering and Leveraging Nudges" at 11th Triennial Invitational Choice Symposium, co-chair with Linda Hagen and Kosuke Uetake, 2019

Session on "Behavioral Science and AI" at Joint Statistical Meeting, co-organizer with Kosuke Uetake and Ying Zhu, 2019

GERAD Big Data and Business Analytics Masterclass Series, sole organizer, 2018

ET Symposium - Workshop on Machine Learning, co-organizer with Shane Wang, 2018

#### **Retail**

"Disruption of the Customer Experience" Conference, hosted by the Bensadoun School of Retail Management, co-organized with Maxime Cohen and Saibal Ray, 2019

Adobe and Bensadoun School of Retail Management "The Future of Retail: Connecting with Consumers through Intelligent Experiences" Conference, co-organizer with Mike Marks and Saibal Ray, 2019

Bensadoun School of Retail Management Seminar Series, co-organizer with Saibal Ray, 2018

1st Fashion Retailing Conference, hosted by the Bensadoun School of Retail Management and Smith School of Business at Queen's University, co-organized with Sumit Kunnumkal, Michelle Lu, Wei Qi, Saibal Ray, and Juan Serpa, financial sponsorship from the Management Science Research Centre, McGill Institute of Marketing, CIRANO and GERAD, 2018

#### **Economics**

CIREQ Applied Economics Conference: Organization, Interactions and Competition in the Digital Economy, co-organizer with Laura Lasio, Mathieu Marcoux and Mario Samano, 2019

3rd Workshop on the Applications of Industrial Organization: Estimating Productivity, co-organizer with Laura Lasio, Mathieu Marcoux and Mario Samano, financial sponsorship from CIREQ, CIRANO, Productivity Partnership, IRPP and McGill Dean of Arts Fund, 2018

2nd Workshop on the Applications of Industrial Organization: Energy and Environment, co-organizer with Laura Lasio and Mario Samano, financial sponsorship from CIRANO and GERAD, 2017

1st Workshop on the Applications of Industrial Organization: Health Care, co-organizer with Laura Lasio, financial sponsorship from CIREQ, CIRANO, McGill Dean of Arts Fund, and McGill Desautels Faculty of Management, 2016



**Marketing**

Laurent Picard Distinguished Lecture, co-organizer with Thomas Dotzel, 2017

McGill Marketing Camp, co-organizer with Demetrios Vakratsas, 2016

McGill International Conference on Marketing, co-organizer with Demetrios Vakratsas, 2015

*Committee Assignments***Cornell Dyson School of Applied Economics and Management**

Undergraduate Studies Committee, 2020 -

**McGill Desautels Faculty of Management**

MBA Curriculum Redesign Committee, 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

**McGill Bensadoun School of Retail Management**

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

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

**McGill University**

AI Initiatives Committee, 2019 - 2020

**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*

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

*Blogs and News*

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* and *Yahoo! Life*]

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*]

Harnessing Small Victories, *Yale CCI Insights Review*, January 16, 2020

Want to Motivate Your Employees? Learn from Weight-loss Superstars, *Delve*, January 13, 2020

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

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*]

### *Op-Ed*

Why Facebook Wants You to Have More Friends, *Pacific Standard Magazine*, October 22, 2010

Is Hosting the World Cup like Sporting a Chanel Bag, *Pacific Standard Magazine*, September 4, 2010

Are the reasons for using Twitter different across party lines? *govfresh*, August 13, 2010

## Personal

Citizenship: Canadian

Hometown: Saskatoon, Saskatchewan