

Yanhao “Max” Wei

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Academic Positions

- 2023- Associate Professor (with tenure), Marshall School of Business, University of Southern California, Los Angeles.
- 2016-2023 Assistant Professor, Marshall School of Business, University of Southern California, Los Angeles.

Education

- 2010-2016 Ph.D. in Economics, University of Pennsylvania, Philadelphia, PA.
- 2007-2010 Bachelor degree (Cum Laude), Bocconi University, Italy.

Research Interests

Areas: Quantitative Marketing and Industrial Organization. Topics: Networks, Consumer Finance, Machine Learning Applications.

Publications

- “Estimating Parameters of Structural Models Using Neural Networks,” Yanhao Wei and Zhenling Jiang. Accepted at *Marketing Science*.
- “Designing Dealer Compensation in the Auto Loan Market: Implications from a Policy Change,” Zhenling Jiang, Yanhao Wei, Tat Chan, & Naser Hamdi. *Marketing Science*, 42(5), 2023.
- “Customer Voice in Two-Sided Platforms: The Effect of Surge Pricing on Customer Complaints,” Linli Xu, Yanhao Wei, and Yi Zhu. Accepted at *Management Science*.
- “Blockchain for Creative Industries: Current State and Research Opportunities,” Nikhil Malik, Yanhao Wei, Gil Appel, & Lan Luo. *International Journal of Research in Marketing*, 40(1), 2023.

- “Geographical Pattern of Online Word-of-mouth: How Offline Environment Influences Online Sharing,” with Tianshu Sun and Joseph Golden. Accepted at *Information Systems Research*.
- “Machine Learning for Creativity: Using Similarity Networks to Design Better Crowdfunding Projects,” Yanhao Wei, Jihoon Hong, and Gerry Tellis. *Journal of Marketing*, 86(2), 2022.
- “Cryptocurrency Adoption and Speculative Price Bubbles,” Yanhao Wei and Anthony Dukes. *Marketing Science*, 40(2), 2021.
- “Marketing Mutual Funds,” with Nikolai Roussanov and Hongxun Ruan. *Review of Financial Studies*, 34(6), 2021.
- “Social Network Design for Inducing Effort,” Pinar Yildirim, Yanhao Wei, Christophe Van den Bulte, and Joy Lu. *Quantitative Marketing and Economics*, 18(4), 2020.
- “The Similarity Network of Motion Pictures,” Yanhao Wei. *Management Science*, 66(4), 2020.
- “Airline Networks, Traffic Densities, and the Value of Links,” Yanhao Wei. *Quantitative Marketing and Economics*, 16(3), 2018.
- “What Can the Duration of Discovered Cartels Tell Us About the Duration of All Cartels?” with Joseph Harrington. *Economic Journal*, 127(604), 2017.
- “Credit Scoring with Social Network Data,” Yanhao Wei, Pinar Yildirim, Christophe Van den Bulte and Chris Dellarocas. *Marketing Science*, 35(2), 2016.

Working Papers

- “Unstructured Data, Econometric Models, and Estimation Bias,” Yanhao Wei and Nikhil Malik. R&R at *Management Science*.
- “Pre-Training Estimators for Structural Models: Application to Consumer Search,” Yanhao Wei and Zhenling Jiang.
- “Mutual fund flows and performance in (imperfectly) rational markets?” with Nikolai Roussanov and Hongxun Ruan.
- “Online Social Network with Communities,” Yanhao Wei, Wensi Zhang, Sha Yang, and Xi Chen.

Editorial Positions and Refereeing

Associate editor: *Marketing Science* (2025-).

Editorial review board: *Marketing Science* (2024-2025).

Reviewer (roughly by frequency): *Management Science*, *Marketing Science*, *Quantitative Marketing and Economics*, *International Economic Review*, *Information Systems Research*, *European Economic Review*, *Journal of Financial & Quantitative Analysis*, *International Journal of Research in Marketing*, *Journal of Economics & Management Strategy*, *Journal of the Associa-*

tion for Consumer Research, International Journal of Industrial Organization, Information & Management, Review of Industrial Organization, International Review of Law and Economics, Journal of Systems Science and Systems Engineering.

Grant proposal referee: Canada SSHRC, Hong Kong RGC.

Conference referee: INFORMS CIST (2014).

Awards

2025	Marketing Science Service Awards for 2024.
2024	Dean's Award for Research Excellence, USC Marshall.
2021	MSI Young Scholar.
2017	The William P. Carey Prize in Economics, UPenn.
2016	Paul Taubman Memorial Prize for Empirical Economic Research, UPenn.
2015	L. Teece Dissertation Research Fellowship, UPenn.
2012-2013	Xinmei Zhang Fellow, UPenn.

Invited Talks & Presentations

2025	WashU Olin, Hong Kong PolyU, 14th Consumer Search Workshop (Hong Kong).
2024	Virtual Quant Marketing Seminar (panelist), Temple Fox (virtual).
2023	AFA Annual Meeting 2023 (discussant).
2022	MSI Young Scholar Meeting (Colorado), Virtual Quant Marketing Seminar.
2021	AFA Annual Meeting 2021 (discussant), 15th Bass FORMS Conference (discussant), Berkeley SICS (virtual); QME Conference (UCLA)
2020	14th Bass FORMS Conference (Dallas), QME Conference (virtual).
2019	2nd Frontiers of Empirical Marketing Conference (Miami).
2018	Yale Marketing-IO Conference, 15th Marketing Dynamics Conference (discussant), 1st Frontiers of Empirical Marketing Conference (Miami).
2017	39th Marketing Science Conference.
2016	Berkeley Hass.
2015	Hong Kong University of Science and Tech, NYU Stern, UCSD Rady, USC Marshall, UCLA Anderson, Rochester Simon, 37th Marketing Science Conference, UPenn Economics, UPenn Wharton.

Other Research Experiences

2014-2016 Research assistant for Joseph Harrington, Wharton (NSF Grant: SES-1148129).

Teaching

2021- Introduction to Marketing Analytics (USC undergraduate).

2020- Quantitative Marketing Models (USC doctoral)

2016-2021 Marketing Fundamentals (USC undergraduate).

2012 Introduction to Microeconomics (UPenn undergraduate); Teaching assistant for Math for Economists (UPenn undergraduate).

2011-2012 Teaching assistant for Microeconomic Theory II (UPenn doctoral).

Service

USC Marshall marketing: PhD program coordinator (2023-), seminar co-organizer (2021-2023), faculty recruiting (2017, 2019, 2020), PhD student recruiting (2020, 2021,2024,2025), undergrad curriculum committee (2021).

Conference organization: 12th Yale China-India Insights (co-chair of organization committee).
2nd California Quant Marketing PhD Conference (faculty coordinator).

PhD student advising

* First placement and my role are in parentheses.

Yanyan Li (assistant professor, U of Houston, committee member)

Wensi Zhang (assistant professor, U of Texas - Dallas; committee member)

Jihoon Hong (assistant professor, Arizona State; committee member)

Mengxia Zhang (assistant professor, Western Ontario; committee member)