

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 Areas

Quantitative marketing, Industrial organization, Applied econometrics and machine learning.
Networked markets, Consumer finance.

Publications

- “Estimation Bias from Machine-Learned Features in Econometric Models,” Yanhao Wei and Nikhil Malik. Accepted at *Management Science*.
- “Estimating Parameters of Structural Models Using Neural Networks,” Yanhao Wei and Zhenling Jiang. *Marketing Science*, 44(1), 2025.
- “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. *Management Science*, 71(8), 2025.
- “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

“Estimating and Assessing Identification of Structural Models via Deep Learning,” Yanhao Wei and Zhenling Jiang.

“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.

“Content Creation Under Reward Income Fluctuations,” Wensi Zhang, Sha Yang, and Yanhao Wei. R&R at *Marketing Science*.

“Online Social Network with Communities,” with Wensi Zhang, Sha Yang, and Xi Chen.

Editorial and Reviewing Service

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

Editorial review board: *Journal of Marketing Research* (2026-), *Marketing Science* (2024-2025).

Reviewer: *Management Science, Marketing Science, Quantitative Marketing and Economics, International Economic Review, Information Systems Research, Journal of Marketing Research, European Economic Review, Journal of Financial & Quantitative Analysis, Journal of Economics & Management Strategy, International Journal of Industrial Organization, International Journal of Research in Marketing, Information & Management ...*

Grant proposal referee: Canada SSHRC, Hong Kong RGC.

Awards

- 2026 John D.C. Little Best Paper Award (for “Estimating Parameters of Structural Models Using Neural Networks”).
- 2025 Marketing Science Service Award for year 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

- 2026 Next Generation of Antitrust Scholars (discussant), Rochester Simon.
- 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 HKUST, 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: PhD program committee (2023-).

USC Marshall Marketing Dpt: 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).

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

PhD student advising

* First placement and my role are in parentheses.

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

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

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

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