Jun Duan (Jason A. Duan)

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Education

DUKE UNIVERSITY — Durham, NC
Ph.D. in Statistics, May 2006
Thesis: Spatio-temporal Modeling Using Nonparametric and Stochastic Differential Equation Approaches.
Advisor: Alan E. Gelfand

DUKE UNIVERSITY — Durham, NC
M.A. in Economics, December 2005
Advisor: Charles M. Becker

NANJING UNIVERSITY — Nanjing, China
B.S. in Chemistry, June 1999

Employment

MCCOMBS SCHOOL OF BUSINESS, UNIVERSITY OF TEXAS — Austin, TX
Assistant Professor, July 1st, 2008 –present

SCHOOL OF MANAGEMENT, YALE UNIVERSITY — New Haven, CT
Postdoctoral Associate in Marketing, July 1st, 2006 –June 30th, 2008

Research Interests

Marketing: geographic markets, discrete choice models, social networks, spatio-temporal product adoption and diffusion, database marketing.
Statistics: Bayesian and nonparametric statistics, spatio-temporal models, point processes, latent variables, simultaneous equations.

Publications in Peer-Reviewed Journals

Duan, J. A., McAlister, L., Sinha, S. (2011), "Reexamining Bayesian-Model-Comparison Evidence of Cross-Brand Pass-Through," *Marketing Science*, 30(3), 550-561.

Duan, J. A., Gelfand, A. E., Sirmans, C. F. (2009), "Modeling Space-Time Data Using Stochastic Differential Equations," *Bayesian Analysis*, 4(4), 733-758.

Duan, J. A., Mela, C. F. (2009), "The Role of Spatial Demand on Outlet Location and Pricing," *Journal of Marketing Research*, 46 (April), 260-278.

Kottas, A., Duan, J. A., Gelfand, A. E. (2008), "Modeling Disease Incidence Data with Spatial and Spatio-temporal Dirichlet Process Mixtures," *Biometrical Journal*, 50 (1), 29-42.

Duan, J. A., Guindani, M., Gelfand, A. E. (2007), "Generalized Spatial Dirichlet Process Models," *Biometrika*, 94 (4), 809-825.

Working Papers

Xu, L., Duan, J. A., Whinston, A. (2013), "Path to Purchase: A Mutually-Exciting Point Process Model for Online Advertising Responses and Customer Conversions," under minor revision for *Management Science*.

Ahn, D-Y., Duan, J. A., Mela, C. F. (2013), "An Equilibrium Model of User Generated Content," under revision for *Marketing Science*

Duan, J. A., Sancheti, S., Sudhir, K. (2013), "Predicting Individual Response with Aggregate Data: A Conditional Means Approach," under revision for *Management Science*.

Ro, J., Duan, J. A. (2013), "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market."

Liu, Z., Duan, J. A., ter Hofstede, F. (2013), "Understanding Marketing Spillover of Location-based Services."

Work in Progress

Duan, J. A., ter Hofstede, F. (2013), "Dynamic Effect of Out-of-Stocks on Brand Preference and Quantity Choice."

Duan, J. A., Luo, X., Xu, L. (2013), "Campus Mobile Network: Pricing, Referral and Usage."

Duan, J. A., Li, Z. (2013), "Dynamics and Expectations of Crowd-Funding: the Effects of Social Advertising and Seeding."

Duan, J. A. Velu, C. (2013), "Marketing, R&D and Time Consistency of Corporate Decision Making."

Teaching Undergraduate Principles of Marketing, Marketing Information and Analysis, PhD Marketing Models.

Colloquia/Invited Presentations

Dynamic Effect of Out-of-Stocks on Brand Preference and Quantity Choice
-10th Marketing Dynamics Conference, Chapel Hill, NC, June, 2013
-INFORMS Marketing Science Conference, Boston, MA, June, 2012
-Joint Statistical Meeting 2012, San Diego, CA, August, 2012

A Dynamic Equilibrium Model of User Generated Content
-School of Management, University of Texas at Arlington, Arlington, TX, November, 2012
-Quantitative Marketing and Economics Conference, Rochester, NY, September,

2011
-Special Invited Session, Marketing Science Conference, Houston, TX, June, 2011
-Booth School of Business, University of Chicago, Chicago, IL, February, 2011

Path to Purchase: A Mutually-Exciting Point Process Model for Online Advertising Responses and Customer Conversions
-China Summer Workshop on Information Management, Tianjin, China, June, 2013 -Workshop on Information Systems and Economics, Orlando, FL, December 2012 -Joint Statistical Meeting 2011, Miami Beach, FL, July 2011

Invited Discussant -Frontiers of Research in Marketing Conference 2010, University of Texas at Dallas, February 2010.

Predicting Individual Response with Aggregate Data: A Conditional Means Approach
-Joint Statistical Meeting 2009, Washington, D.C., August 2009

Modeling Space-Time Data Using Stochastic Differential Equations
-Joint Statistical Meeting 2009, Washington, D.C., August 2009
-International Indian Statistical Association Conference, Storrs, CT, May 2008

The Role of Spatial Demand on Outlet Location and Pricing
-University of Maryland, College Park, MD, Feb., 2006
-Yale University, New Haven, CT, Oct., 2006
-University of Connecticut, Storrs, CT, Nov., 2006
-Indiana University, Bloomington, IN, Sep., 2007
-University of Minnesota, Minneapolis, MN, Sep., 2007
-Wharton School of the University of Pennsylvania, Philadelphia, PA, Sep., 2007
-Temple University, Philadelphia, PA, Sep., 2007
-Purdue University, West Lafayette, IN, Oct., 2007
-University of Georgia, Athens, GA, Oct., 2007
-Georgia State University, Atlanta, GA, Oct., 2007
-University of Texas at Austin, Austin, TX, Oct. 2007

Generalized Spatial Dirichlet Process Models
-Texas A&M University, College Station, TX, March 2006.
-Joint Statistical Meeting 2005, Minneapolis, MN, August 2005.

Nonstationary Spatial Process Modeling through Discrete Mixing
-Joint Statistical Meeting 2003, San Francisco, CA, August 2003.
-Bayesian Data Analysis, University of California, Santa Cruz, CA, August 2003.

Awards and Grants

Networks, Electronic Commerce, and Telecommunications Institute (NET) Summer Grants 2011, $4500.

Professional Activities

Referee for:
Decision Support Systems

Journal of the American Statistical Association
Journal of Marketing Research
Journal of Retailing
Journal of Statistical Planning and Inference
Management Science
Managerial Finance
Marketing Science
Papers in Regional Science

Ph.D. Advisory/Committees

-Joon Ro - University of Texas at Austin, Marketing Department.
-Sandeep Arora - University of Texas at Austin, Marketing Department.
-Niket Jindal - University of Texas at Austin, Marketing Department.
-Zhuping Liu - University of Texas at Austin, Marketing Department.
-Shameek Sinha - University of Texas at Austin, Marketing Department, April 2011.