Jason A. Duan

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Employment	McCombs School of Business, University of Texas	Austin, TX
	Associate Professor, September, 2015 – present	
	Assistant Professor, July, 2008 – July, 2015	
	School of Management, Yale University	New Haven, CT
	Postdoctoral Associate in Marketing, July, 2006 –June, 2008	
Education	Duke University	Durham, NC
	Ph.D. in Statistics, May 2006	
	Advisor: Alan E. Gelfand	
	Duke University	Durham, NC
	M.A. in Economics, December 2005	
	Advisor: Charles M. Becker	
	Nanjing University	Nanjing, China
	B.S., June 1999	

Research Interests

Digital marketing, user generated content, spatial market, database marketing, retailing, Bayesian and nonparametric statistics, structural econometric models, dynamic models, spatio-temporal statistics, duration models, point processes, event history analysis.

Publications in Peer-Reviewed Journals

Zhuping Liu, Jason A. Duan, Vijay Mahajan (2020), "Dynamics and Peer Effects of Brand Value in College Sports," in press *International Journal of Research in Marketing*.

Zhouxin (Allen) Li, Jason A. Duan, Sam Ransbotham (2020), "Coordination and Dynamic Promotion Strategies in Crowdfunding with Network Externalities," *Production and Operations Management*, 29(4), 1032–1049

Lizhen Xu, Jason A. Duan, Yu (Jeffrey) Hu, Yan Zhu, Yuan Chen (2019), "Forward-Looking Behavior in Mobile Data Consumption and Targeted Promotion Design: A Dynamic Structural Model," *Information Systems Research*, 30(2), 616-635.

Dae-Yong Ahn, Jason A. Duan, Carl F. Mela (2016), "Managing User Generated Content: A Dynamic Rational Expectations Equilibrium Approach," *Marketing Science*, 35(2), 284-303.

Lizhen Xu, Jason A. Duan, Andrew Whinston (2014), "Path to Purchase: A Mutually-Exciting Point Process Model for Online Advertising Responses and Customer Conversions," *Management Science*, 60(6), 1392-1412.

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

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

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

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

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

Working Papers

Zhuping Liu, Vijay Mahajan, Jason A. Duan (2020), "Push and Pull: Targeting and Couponing through Mobile App," revise and resubmit at *Journal of Marketing Research*.

Mike Xin Lan, Tianshu Sun and Jason A. Duan (2020), "Uncovering Offline Conversion Funnel with Internet-of-Things: The Case of Mobile WiFi Tracking in Retail Industry," revise and resubmit at *Information Systems Research*.

Sebastian Souyris, Anant Balakrishnan, Jason A. Duan, Varun Rai (2020), "Network Effects in the Diffusion of Solar Panels: A Dynamic Discrete Choice Approach," submitted to *Management Science*

Joon H. Ro, Jason A. Duan (2017), "Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market," reject and resubmit at *Journal of Marketing Research*.

Zhuping Liu, Jason A. Duan, Frenkel ter Hofstede (2016), "Understanding Marketing Spillover of Location-based Services on Mobile Devices."

Jason A. Duan, Sachin Sancheti, K. Sudhir (2014), "Predicting Individual Response with Aggregate Data: A Conditional Means Approach."

Teaching   MKT397 Marketing Models II (Ph.D.) 2009, 2011, 2013, 2014, 2019
MKT337 Principles of Marketing (undergraduate) 2009-2010
MKT460 Marketing Information and Analysis (undergraduate) 2011-2016
MKT372 Marketing Analytics II (undergraduate) 2016, 2017
MKT372 Data Driven Marketing (undergraduate) 2017, 2019

MKT372 Advanced Data Analytics in Marketing (undergraduate) 2017, 2019, 2020
MKT382 Data Driven Marketing (MBA) 2017, 2019
MKT382 Marketing Data Base and Data Visualization (Master of Science in Marketing) 2017
MKT382 Marketing Analytics II (Master of Science in Marketing) 2018, 2019, 2020
MKT382 Marketing Analytics II (Master of Science in Business Analytics) 2018, 2019, 2020

Colloquia/Invited Presentations

Network Effects in the Diffusion of Solar Panels: A Dynamic Discrete Choice Approach
-Zicklin School of Business, Baruch College, New York, NY, March 2020

Uncovering Offline Conversion Funnel with Internet-of-Things: The Case of Mobile WiFi Tracking in Retail Industry
-Symposium on Statistical Challenges in E-Commerce Research, Hong Kong, China, June, 2019
-Fox School of Business, Temple University, Philadelphia, PA, March 2019
-15th Marketing Dynamics Conference, Dallas, TX, July 2018
-INFORMS Conference of Information Systems and Technology, Phoenix, AZ, November 2018

Uncovering Customers Offline Conversion Funnel: Evidence from Smart WiFi Tracking in Retailing -Marketing Science Conference, Los Angeles, CA, June 2017

Modeling Smart WiFi Tracking Data and Customer Purchase Conversion -Joint Statistical Meeting 2017 (special invited session), Baltimore, MD, August 2017

A Dynamic Structural Model for Heterogeneous Mobile Data Consumption and Promotion Design
-Marketing Science Conference, Shanghai, China, June 2016
-China Summer Workshop on Information Management, Hefei, China, June 2015
-School of Business, Nanjing University, Nanjing, China, January 2015
-Workshop on Information Systems and Economics, Auckland, New Zealand, December 2014

Dynamic Strategies for Successful Online Crowdfunding
-Joint Statistical Meeting 2015, Seattle, WA, August 2015
-12th Marketing Dynamics Conference, Beijing, China, June 2015
-Workshop on Information Technologies and Systems, Auckland, New Zealand, December 2014

Pricing and Resale Market Strategy for Durable Goods: A Dynamic Equilibrium Model of the Video Game Market
-Cheung Kong Graduate School of Business, Beijing, China, May 2016
-11th Marketing Dynamics Conference, Las Vegas, NV, August 2014

-Frontiers of Research in Marketing Conference 2014, University of Texas at Dallas, February 2014.

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 for the project, "Managing User Generated Content", 2011 ($4500).
Networks, Electronic Commerce, and Telecommunications Institute (NET) Summer Grants for the project, "Dynamic Strategies for Successful Online Crowdfunding", 2014 ($3000).

Ph.D. Advising

Chair/Co-Chair
Joon H. Ro - Marketing, Univ. of Texas at Austin, Graduation Date: May, 2014, Placement: Assistant Professor, Freeman School of Business, Tulane Univ., New Orleans, LA.
Sebastian Souyris - Operations Management, Univ. of Texas at Austin, Graduation Date: August, 2019, Placement: Postdoctoral Fellow, University of Illinois at Urbana-Champaign
Mike Xin Lan - Marketing, Univ. of Texas at Austin, Expected Graduation Date: May, 2021.

Member
Shameek Sinha - Marketing, Univ. of Texas at Austin. Graduation Date: May, 2011. Placement: Assistant Professor, IE Business School, Madrid, Spain.
Sandeep Arora - Marketing, Univ. of Texas at Austin. Graduation Date: May, 2014. Placement: Assistant Professor, Asper School of Business, Univ. of Manitoba, Winnipeg, MB, Canada.
Zhouxin Li - Information Systems, Univ. of Texas at Austin. Graduation Date: May, 2015. Placement: Assistant Professor, Carroll School of Management, Boston College, Chestnut Hill, MA.
Niket Jindal - Marketing, Univ. of Texas at Austin. Graduation Date: December, 2015. Placement: Assistant Professor, Kelley School of Business, Indiana University, Bloomington, IN.
Yumin Li - Economics, Univ. of Texas at Austin. Graduation Date: May, 2016. Placement: Assistant Professor, Shanghai University, Shanghai, China.
Carlos Parra - Finance, Univ. of Texas at Austin. Graduation Date: May, 2016. Placement: Assistant Professor, ITAM, Mexica.
Zhuping Liu - Marketing, Univ. of Texas at Austin. Graduation Date: June, 2017. Placement: Assistant Professor, Baruch College, New York, NY.
Lan Liang - Marketing, Univ. of Texas at Austin. Graduation Date: July, 2017. Placement: Assistant Professor, University of Colorado at Denver, Denver, CO.
Hyunsang Son - Advertising, Univ. of Texas at Austin. Graduation Date: May, 2018.
Fang-Chang Kuo - Economics, Univ. of Texas at Austin. Graduation Date: May

2019.
Xinying Hao - Marketing, Univ. of Texas at Austin.Graduation Date: December 2019. Placement: Assistant Professor, University of Arizona, Tuscon, AZ.

University Administrative and Committee Service

Member
Marketing Ph.D. Program Advisor 2018
Executive Committee, Marketing Department, Univ. of Texas at Austin 2008-2009, 2015-2017, 2018-2019
Doctoral Advisory Committee, Marketing Department, Univ. of Texas at Austin 2012-2014, 2018-2021
The Graduate Assembly, Univ. of Texas at Austin 2013-2014
McCombs School Faculty Advisory Committee on BBA Analytical Curriculum 2017

Professional and Public Service

Member of Editorial Board:
Marketing Science.

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; *Manufacturing and Service Operations Management*;
Marketing Science; *Papers in Regional Science*;
Quantitative Marketing and Economics; *Rand Journal of Economics*;
Journal of Econometrics;
International Journal of Research in Marketing;
Production and Operations Management.