Shunyao Yan

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Santa Clara, CA 95053

ACADEMIC APPOINTMENT

Leavey School of Business, Santa Clara University, Santa Clara, CA   2022
Assistant Professor of Marketing

EDUCATION

Ph.D. Quantitative Marketing, Graduate School of Economics, Finance, and Management,
Goethe University Frankfurt, Germany   2022
Principle Supervisor: Prof. Dr. Bernd Skiera

M.Sc. Quantitative Marketing, Graduate School of Economics, Finance, and Management,
Goethe University Frankfurt, Germany   2020

B.S. Business Administration, Nanjing University, China   2016
Exchange Semester, University of Sydney, Australia   2014

RESEARCH INTERESTS

Substantive: Content Monetization Strategies, Digital Advertising, Ad Blocking

Methodological: Causal Inference, Natural Language Processing, Lab/Field Experiments

PUBLICATIONS

Yan, Shunyao, Klaus M. Miller, and Bernd Skiera. "How Does the Adoption of Ad Blockers
Affect News Consumption?" Journal of Marketing Research 59, no. 5 (October 2022): 1002–18.
https://doi.org/10.1177/00222437221076160.

Skiera, Bernd, Shunyao Yan, Johannes Daxenberger, Marcus Dombois, and Iryna Gurevych.
"Using Information-Seeking Argument Mining to Improve Service." Journal of Service
Research, (June 2022). https://doi.org/10.1177/10946705221110845.

WORKING PAPERS

"Paywall and Content Polarization", **Shunyao Yan**

"Does Polarized Content Pay Off?", **Shunyao Yan**, Klaus M. Miller

HONORS AND AWARDS

- AMA-Sheth Foundation Doctoral Consortium Fellow (2021)
- NBER Digitization Tutorial and Conference Fellow (2021)
- **Best Paper Award**, Annual Conference of German Academic Association for Business Research ("Verband der Hochschullehrer für Betriebswirtschaft e.V.") (2020)
- Marketing Strategy Consortium Fellow (2020)
- **Best Doctoral Consortium Paper**, China Marketing International Conference (2019)
- ISMS Marketing Science Doctoral Consortium Fellow (2019)
- EMAC Doctoral Colloquium Fellow (2019)

INVITED SEMINAR PRESENTATIONS

- Shanghai University of Finance and Economics; Virtual (October 2021)
- Georgetown University; Virtual (September 2021)
- Santa Clara University; Virtual (September 2021)
- Notre Dame University; Virtual (September 2021)
- George Mason University; Virtual (September 2021)
- European Quant Marketing Seminar; Virtual (November 2020)

CONFERENCE PRESENTATIONS (presentations by coauthors are **not** listed)

- 2023 AMA Winter Academic Conference (Scheduled)
- 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics; Virtual (December 2021)
- 2021 Mitigation in Marketing Research Workshop; Virtual (September 2021)
- 2021 AMA Summer Academic Conference; Virtual (August 2021)
- 2021 Frontiers in Service Conference: Service in the World of Artificial Intelligence and Digital Technologies; Virtual (July 2021)
- ISMS Marketing Science Conference; Virtual (June 2021)
- European Marketing Academy Conference (EMAC); Virtual (May 2021)
- Artificial Intelligence in Management Conference; Virtual (May 2021)
- Workshop on Information Systems and Economics (WISE); Virtual (December 2020)
- 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics; Virtual (December 2020)
- Interactive Marketing Research Conference; Virtual (October 2020)
- Annual Conference of German Economic Association ("VfS"); Virtual (September 2020)
- Statistical Conference in E-Commerce Research (SCECR); Virtual (June 2020)

- Annual Conference of German Academic Association for Business Research ("Verband der Hochschullehrer für Betriebswirtschaft e.V."); Virtual (March 2020)
- Workshop on Information Systems and Economics(WISE); Munich, Germany (December 2019)
- Symposium Entrepreneurial Journalism; Cologne, Germany (September 2019)
- China Marketing International Conference; Guangzhou, China (July 2019)
- ZEW Conference on the Economics of ICT; Mannheim, Germany (June 2019)
- ISMS Marketing Science Conference; Rome, Italy (June 2019)
- Statistical Conference in E-Commerce Research (SCECR); Hong Kong, China (June 2019)
- European Marketing Academy Conference (EMAC); Hamburg, Germany (May 2019)

SERVICE

Reviewer for American Marketing Association (AMA) Summer Academic Conference 2022 and International Conference in Information Systems (ICIS) 2020, 2021
Discussant for ZEW Conference on the Economics of ICT 2019

TEACHING EXPERIENCE

Monetization of Digital Content (Undergraduate Level) 2019/2020, Rating: **5.3/6**

Data Mining in Marketing: Data Driven Customer Analytics with Machine Learning (Master's Level) 2021, Rating: **5.6/6**

Supervision of Bachelor's and Master's Theses

PROFESSIONAL EXPERIENCE

Part-time Research Scientist, eyeo GmbH ("AdBlock Plus")   March – May 2021

Part-time Research Assistant, Deutsche Bundesbank ("Central Bank of the Federal Republic of Germany")   February – April 2017

LANGUAGES

Natural: Chinese (Native), English (Fluent), German (Good), Korean (Basic)
Computer: R, Python, Stata