Shunyao Yan

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EMPLOYMENT

Leavey School of Business, Santa Clara University, USA   2022 till now
Assistant Professor of Marketing

EDUCATION

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

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

B.S. Business Administration, Nanjing University, China   2016

RESEARCH INTERESTS

Substantive: Content Monetization Strategies, Digital Advertising, Ad Blocking

Methodological: Causal Inference, Deep Learning, Natural Language Processing

PUBLICATIONS

Yan, S., Miller, K. M., & Skiera, B. (2022). How Does the Adoption of Ad Blockers Affect News Consumption? Journal of Marketing Research, 59(5), 1002-1018. https://doi.org/10.1177/00222437221076160

Skiera, B., Yan, S., Daxenberger, J., Dombois, M., & Gurevych, I. (2022). Using Information-Seeking Argument Mining to Improve Service. Journal of Service Research, 25(4), 537-548. https://doi.org/10.1177/10946705221110845

WORKING PAPERS

"Digital Paywall and News Content Differentiation", Shunyao Yan

"Clicks vs. Commitments: The Economic Trade-Offs of Polarizing News Content" (previously presented as "Does Polarizing Content Pay Off?"), Shunyao Yan & Klaus M. Miller

"Deep Uplift: Heterogeneous Treatment Effects for Personalized Ad Blocking", Shunyao Yan & Jinping Hu

INVITED SEMINAR PRESENTATIONS

- Indiana University (Scheduled)
- MISQ Special Issue Workshop, Chicago, USA (August 2024)
- HEC Paris, Paris, France (July 2024)
- Hans Strothoff Marketing Seminar @ Goethe University Frankfurt, Germany (July 2024)
- University of San Francisco, Economic Department Research Seminar (March 2023)
- 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)

- 2025 ISMS Marketing Science Conference (Scheduled)
- 2025 POMS Annual Conference (Scheduled)
- 2024 Marketing Symposium @Institute of Business Research; Tokyo, Japan (July 2024)
- 2024 ISMS Marketing Science Conference; Sydney, Australia (June 2024)
- 2024 Theory + Practice in Marketing; Austin, United States (May 2024)
- 2023 AMA Winter Academic Conference; Nashville, United States (February 2023)
- 2021 Mitigation in Marketing Research Workshop; Virtual (September 2021)
- 2021 AMA Summer Academic Conference; Virtual (August 2021)
- 2021 Frontiers in Service Conference; Virtual (July 2021)
- ISMS Marketing Science Conference; Virtual (June 2021)
- European Marketing Academy Conference (EMAC); Virtual (May 2021)
- Workshop on Information Systems and Economics (WISE); 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)

HONORS AND AWARDS

- Leavey Grant, Leavey School of Business, Santa Clara University (2025)
- Pandemic-era Research Reboot Award, Santa Clara University (2023)
- University Research Grant, Santa Clara University (2023)
- Leavey Grant, Leavey School of Business, Santa Clara University (2023)
- 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)

TEACHING EXPERIENCE

Leavey School of Business, Santa Clara University

- M174 AI for Customer Analytics: Winter 2025
- M181/M181S Principles of Marketing: Winter, Spring, & Fall 2023; Winter & Fall 2024; Winter 2025

Goethe University Frankfurt

- 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

SERVICE

- *Marketing Research Seminar Organizer*, Department of Marketing, Santa Clara University, Winter 2023 – now
- *Recruiting Committee*, Department of Marketing, Santa Clara University, Summer 2023 – Fall 2023
- *Faculty Senate Representative*, Santa Clara University, Winter 2023 – Spring 2023

- *Ad Hoc Reviewer* for Quantitative Marketing and Economics 2023 & 2024, Journal of Service Research 2023, 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

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