

Michelle Yingze Song

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Research Interests

Quantitative Marketing, Empirical Industrial Organization, Recommendations, Auctions, Advertising, Digital Marketing, Platform Economies, Consumer Inertia

Education

Stanford Graduate School of Business

Ph.D. in Quantitative Marketing

Stanford

2016 – 2022

University of Virginia

B.A., Economics and Mathematics

Charlottesville, Virginia USA

2012 – 2016

Working Papers

How Do Personalized Recommendations Affect Consumer Exploration: A Field Experiment

Job Market Paper

Information Disclosure in Markets:

An Empirical Analysis of a Search Advertising Market with Heterogeneous Advertisers

with Mingxi Zhu

Work in progress

**Consumer Brand Inertia, Network Effects,
and Persistence of Brand Market Share in Emerging Digital Markets**

with Wesley Hartmann

Other Publications

Price bubbles, gender, and expectations in experimental asset markets.

Holt, Charles A., Megan Porzio, and Michelle Song

European Economic Review 100 (2017): 72-94.

Conference Participation

2022: Advances with Field Experiments, Chicago

2022: 20th annual International Industrial Organization Conference (IIOC2022), Boston

2022: Theory and Practice in Marketing, Atlanta

2022: INFORMS 2022 Marketing Science, Virtual

2021: INFORMS 2021 Marketing Science, Virtual

2019: INFORMS 2019 Marketing Science/ Doctoral Consortium, Rome

2019: NBER Digitization Tutorial, Stanford

2017: Quantitative Marketing and Structural Econometrics Workshop, St. Louis

Teaching Experience

OIT-274 Data and Decisions Base (Flipped Classroom)

Teaching assistant

Stanford GSB

Winter 2019

Co-taught MBA level course. Shared responsibility for lectures, exams, homework assignments, and grades

Awards & Honors

Stanford Graduate School of Business Fellowship

2016 – 2021

Duncan Clark Hyde Award for Academic Achievement

March 2016

Skills

Programming: R, Python, Matlab, Stata, SQL, Hive

Languages: Chinese (native), English (professional), French (Level C1, good)