

SOME RECENT AND ONGOING RESEARCH

In this seminar, the speaker will present some of her recent and ongoing research in four areas:

- (1) product reviews;
- (2) platform strategy;
- (3) content consumption/creation; and
- (4) causal inference.

 **12 April 2024 (Friday)**
 **2:00-3:15pm**

 **SEK210, 2/F, Simon & Eleanor Kwok Building**
 **English**



SPEAKER:

Prof. Sha Yang
Ernest Hahn Professor of Marketing
School of Business, USC Marshall



Sha Yang is the Ernest Hahn Professor of Marketing at the University of Southern California. Professor Yang is a Bayesian modeling expert, and her research focuses on understanding interdependencies and spillovers on preferences, behaviors and decision making. She has extensively studied social influences from family members, neighbors, friends, and other consumers in general. Her research has also examined competition and cooperation among firms in the context of paid-search advertising, pricing, and platform growth. Her recent research interests include causal inferences and the entertainment industry. Professor Yang has widely published in top-tier journals, and has been serving as the Associate Editor for Marketing Science and Journal of Marketing. She served as the Vice Dean for Faculty and Academic Affairs at the Marshall School during 2020-2023.