

# Michelle Yingze Song

Fulton 450, Marketing Department, Boston College, 140 Commonwealth Avenue  
Chestnut Hill, MA 02467  
✉ michelle.yingze.song@bc.edu

## 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*

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

**Stanford GSB**

*Winter 2019*

## 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)