**Ye Qiu**

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**ACADEMIC AFFILIATION**

**Assistant Professor**, Tongji University, Advanced Institute of Business, 2018-present

**EDUCATION**

**Ph.D.**, Management Science (Marketing Concentration), The University of Texas at Dallas, 2013-2018

**MBA**, Rensselaer Polytechnic Institute, Troy, NY, 2011-2013

**B.Econ,** Nanjing University, Nanjing, China, 2007-2011

**RESEARCH INTERESTS**

**Substantive**: Digital Marketing with emphasis on: Measuring response to Online Advertising, Analyzing Online Pricing strategies, Platform Design and Consumer Search

**Methodology**: Game Theory, Econometrics, Modeling Dynamics

**PUBLICATIONS**

* **Ye Qiu** andRam C. Rao (2020). Increasing Retailer Loyalty Through Use of Cash Back Rebate Sites. *Marketing Science 39(4):743-762*

**SELECTED WORKING PAPERS**

* *“Who Beneﬁts from Platform Entry if Multi-Agent Prices Signal Product Quality? "*, with Ram C. Rao, Minor Revision at *Marketing Science*
* *“Dual Role and Product Featuring Strategy of Digital Platform",* with Ruitong Wang, Revise and Resubmit at *Marketing Science*
* *“Benefit from Your Competitors: Franchise Service and Online Competition",* with Wenzheng Mao and Ying-Ju Chen, Reject and Resubmit at *Manufacturing & Service Operations Management*

**WORKING IN PROGRESS**

* *Duopoly Competition in the Presence of Strategic Consumers with Budget Constraint*
* *Endogenizing the Assignment of Prominence: the implications of default option*

**CONFERENCE PRESENTATIONS**

* “*Dual Role and Product Featuring Strategy of Digital Platform”,* POMS International Conference, Hangzhou, China, 2023
* “*Dual Role and Product Featuring Strategy of Digital Platform”,* China Marketing International Conference, Chengdu, China, 2023
* “*Merchant and Platform: Pricing Strategy and Product Entry*”, China Marketing International Conference, Guangzhou, China, 2019
* “*Online Cash Back Strategic Discounting to Limit Search*”, INFORMS Marketing Science Conference, Fudan University, Shanghai, China, 2016
* “*The Effects of Supply Limits and “Sold Out” Messages on the Success of Daily Deals*”, INFORMS Marketing Science Conference, Emory University, Atlanta, GA, 2014

**INVITED RESEARCH SEMINARS**

* *“Who Beneﬁts from Platform Entry if Multi-Agent Prices Signal Product Quality? ",* NYU Shanghai, China, 2021
* “*Platform Entry and Merchant Proﬁts under Quality Uncertainty: Multi-Agent Price Signaling*”, Shanghai Jiao Tong University, China, 2021
* “*Merchant and Platform: Pricing Strategy and Product Entry*”, Nanjing University, China, 2019

**HONORS AND AWARDS**

* Fellow, Marketing Science Doctoral Consortium, Fudan University, 2016
* Fellow, Marketing Science Doctoral Consortium, Emory University, 2014
* Nominee, Student Teaching Award, The University of Texas at Dallas, School of Management, 2017
* The University of Texas at Dallas Ph.D. Scholarship, 2011-Present

**TEACHING**

Principles of Marketing, undergraduate (UTD)

Service Marketing, undergraduate (Tongji)