

Song Lin

CONTACT INFORMATION	LSK4018, Hong Kong University of Science & Technology Clear Water Bay, Hong Kong	+852 2358 7717 mksonglin@ust.hk
RESEARCH INTERESTS	Pricing, advertising, new products, platform designs, information economics	
EMPLOYMENT	Hong Kong University of Science and Technology, Hong Kong Department of Marketing, School of Business Assistant Professor, since June 2015	
EDUCATION	Massachusetts Institute of Technology, Cambridge, U.S. Ph.D. in Marketing, June 2015 University of New South Wales, Sydney, Australia M.Phil. in Marketing, 2009 Peking University, Beijing, China B.A. in Journalism and Communication, 2007 B.A. in Economics, 2007	
FIELD RECOGNITIONS	MSI Young Scholars (2021) <ul style="list-style-type: none">• Awarded by the Marketing Science Institute (MSI); It recognizes best young scholars in the world, who are conducting research on critical marketing problems and impacting marketing practice and theory in new and creative ways. Weitz-Winer-O'Dell Award (2020 Winner) <ul style="list-style-type: none">• Awarded by the American Marketing Association; It recognizes the <i>Journal of Marketing Research</i> article that has made the most significant long-term contribution to marketing theory, methodology, and/or practice. John D.C. Little Best Paper Award (2015 Finalist) <ul style="list-style-type: none">• Awarded by the Institute for Operations Research and the Management Science (INFORMS); It honors the best marketing paper published in <i>Marketing Science</i>, <i>Management Science</i>, or another INFORMS journal. INFORMS Society for Marketing Science Doctoral Award (2013 Winner) <ul style="list-style-type: none">• Awarded by the Society for Marketing Science of INFORMS; It recognizes the best doctoral dissertation proposals in marketing science.	
PUBLICATIONS	Informational Complementarity (with Tony Ke) <ul style="list-style-type: none">• <i>Management Science</i>, 2020, 66(8) Two-Sided Price Discrimination by Media Platforms <ul style="list-style-type: none">• <i>Marketing Science</i>, 2020, 39(2) Add-on Policies under Vertical Differentiation: Why Do Luxury Hotels Charge for Internet While Economy Hotels Do Not? <ul style="list-style-type: none">• <i>Marketing Science</i>, 2017, 36(4)• INFORMS Society for Marketing Science Doctoral Award Learning from Experience, Simply (first author, with Juanjuan Zhang, John Hauser) <ul style="list-style-type: none">• <i>Marketing Science</i>, 2015, 34(1), lead article• John D.C. Little Best Paper Award, finalist	

- Harbingers of Failure (with Eric Anderson, Duncan Simester, and Catherine Tucker)
- *Journal of Marketing Research*, 2015, 52(5), lead article
 - Weitz-Winer-O'Dell Award, winner
 - Featured by more than 100 media outlets including the New York Times, Financial Times, Wall Street Journal, Forbes, Bloomberg, NBC, BBC, NPR, Chicago Tribune, Boston Globe, Kellogg Insight, MIT Technology Review, MIT News, etc.

WORKING
PROGRESS

- The Effectiveness of Social Advertising: Evidence from a Large-Scale Randomized Field Experiment (with Shan Huang)
- *Management Science*, major revision
- The Medium of Advertising
- Information Design of Retail Platforms (with Tony Ke, Yi Lu)
- Information and Creativity in Innovation Contests (with Haosheng Fan)
- Personalization Trap (with Tony Ke, Yi Lu)
- Product Line of Status Goods (with Juanjuan Zhang)

PRESENTATIONS

- The Medium of Advertising
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| Johns Hopkins University, MD | 2021 |
| City University of Hong Kong, Hong Kong | 2020 |
| Peking University, Beijing, China | 2019 |
| Xiamen University Marketing Research Camp, Xiamen, China | 2019 |
- Informational Complementarity
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| City University of Hong Kong, Hong Kong | 2019 |
| Chinese University of Hong Kong (Shenzhen), China | 2018 |
| University of Florida, Gainesville, FL | 2018 |
| Sun Yat-Sen University, Guangzhou, China | 2018 |
| Cheung Kong Graduate School of Business Research Camp, Shenzhen, China | 2018 |
| Xiamen University Marketing Research Camp, Xiamen, China | 2018 |
| IX Consumer Search and Switching Costs Workshop, Spain | 2018 |
| Workshop on Multi-Armed Bandits and Learning Algorithms, Netherlands | 2018 |
| Indiana University Kelley School of Business, Bloomington, IN | 2018 |
| 16th International Industrial Organization Conference, Indianapolis, IN | 2018 |
| New York University - Shanghai, China | 2018 |
| UT Dallas Frontiers of Research in Marketing Science Conference, TX | 2018 |
- Two-Sided Price Discrimination
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| INFORMS Marketing Science Conference, Los Angeles, CA | 2017 |
| Peking University, Beijing, China | 2017 |
| UT Dallas Frontiers of Research in Marketing Science Conference, TX | 2017 |
| National University of Singapore, Singapore | 2017 |
- Add-on Policies under Vertical Differentiation
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| UT Dallas Frontiers of Research in Marketing Science Conference, TX | 2016 |
| SICS (Summer Institute in Competitive Strategy), Berkeley, CA | 2015 |
| University of Washington - Bothell, WA | 2014 |
| University of California - Berkeley, Haas School of Business, CA | 2014 |
| University of Hong Kong, Hong Kong | 2014 |
| Hong Kong University of Science and Technology, Hong Kong | 2014 |
| Chinese University of Hong Kong, Hong Kong | 2014 |
| Global Center for Big Data in Mobile Analytics, Temple University, PA | 2014 |
| MIT Management Science Faculty Lunch, Cambridge, MA | 2014 |

	MIT Department of Economics IO Lunch, Cambridge, MA	2014
	MIT Marketing Workshops, Cambridge, MA	2014
	Marketing Science Conference, Atlanta, GA	2014
	Learning from Experience, Simply	
	Marketing Dynamics Conference, University of North Carolina, NC	2013
	Marketing Science Conference, Boston, MA	2012
	INFORMS International Conference, Beijing, China	2012
INVITED DISCUSSIONS	UT Dallas Frontiers of Research in Marketing Science Conference	2020
	“How do people update beliefs? Evidence from the laboratory” by Tanjim Hossain	
	Summer Institute in Competitive Strategy (SICS) at UC Berkeley	2019
	“(Reverse) Price Discrimination with Information Design” by Brett Green	
	Consumer Search and Switching Costs Workshop at UCLA	2019
	“Commitment and Cheap Talk in Search Deterrence: Exploding Offers vs Buy-Now Discount” by Siqu Pan	
	16th International Industrial Organization Conference	2018
	“Consumer Resistance” by Stefan Buehler	
	UT Dallas Frontiers of Research in Marketing Science Conference	2015
	“A Simple Method to Estimate the Roles of Learning, Inventories and Category Consideration in Consumer Choice” by Andrew Ching	
HONORS AND AWARDS	Faculty Recognition Award (HKUST)	2021
	Dean’s Fellowship (HKUST Business School)	2021
	MSI Young Scholars	2021
	Weitz-Winer-O’Dell Award, winner	2020
	Hong Kong RGC Grant (General Research Fund, HK\$162,000)	2018
	• for project “Information and Incentives in Freelance Contests”	
	Hong Kong RGC Grant (Early Career Scheme, HK\$261,000)	2017
	• for project “Informational Complementarity”	
	John D.C. Little Best Paper Award, finalist	2015
	ISMS Doctoral Award, winner	2013
	AMA Sheth Foundation Doctoral Consortium Fellow	2013
	ISMS Doctoral Consortium Fellow	2012, 2014
	MIT Sloan School of Management Fellowship	2009 - 2014
	International Research Scholarship, University of New South Wales	2008 - 2009
	Trends Scholarship, Peking University	2005 - 2006
	City University of Hong Kong Scholarship, Peking University	2003 - 2004
OTHER EXPERIENCE	Ad-hoc Reviewer	
	• Marketing: <i>Marketing Science, Journal of Marketing Research, Management Science, Quantitative Marketing and Economics, Marketing Letters</i>	
	• Economics: <i>American Economic Journal: Microeconomics, International Economic Review, Journal of Economic Behavior and Organization, Information Economics and Policy</i>	
	• Operations Research/Management: <i>Operation Research, European Journal of Operation Research, Manufacturing and Service Operations Management, Production and Operations Management, Decision Sciences</i>	
	• Information Systems: <i>Information Systems Research</i>	
	Service	
	Chair of Faculty Recruiting Committee, 2020	
	Interim PhD Coordinator, September to October 2019	
	PhD Committee, 2019-2020	

Teaching (HKUST)

Quantitative Marketing (PhD), 2020

Marketing Research (Undergraduate), 2015-2020

Teaching Assistant (MIT Sloan)

Pricing (MBA, Catherine Tucker), 2012 & 2014

Marketing Strategy (MBA & EMBA, Birger Wernerfelt), 2014

Strategic Market Measurement (MBA, Drazen Prelec & Jeff Lee), 2011, 2012 & 2013

Research Assistant

Trademark and Internet, with Catherine Tucker, MIT, 2012-2013

Consideration set and adaptive learning, with Glenn Urban, MIT, 2009-2010

Last updated: March 26, 2021