

# XINYING HAO

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Eller College of Management  
The University of Arizona  
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## ACADEMIC EMPLOYMENT

**Eller College of Management, The University of Arizona**

Assistant Professor of Marketing

Aug. 2019 - Present

## EDUCATION

**The University of Texas at Austin, Austin, TX**

Ph.D., Marketing

2019

**Zhejiang University, Hangzhou, China**

B.S., Mathematics and Applied Mathematics

2013

## RESEARCH INTERESTS

**Substantive:** Digital Marketing, Mobile Targeting, Permission Advertising, Sharing Economy

**Methodological:** Marketing Analytics, Bayesian Statistics, Artificial Empathy, Machine Learning

## WORKING PAPERS

**Xinying Hao**, Zhuping Liu, and Vijay Mahajan, "Walking a Fine Line: Customer Retention in Mobile App Targeting,"

**Xinying Hao** Garrett Sonnier, and Frenkel ter Hofstede, "Permission Advertising: Understanding Pre-Roll Ads Leveraging Artificial Empathy,"

## RESEARCH IN PROGRESS

**Xinying Hao** and Vijay Mahajan, "Emoji as New Targeting Language: A Multi-modal Emoji Mining Approach," –*McCombs Research Excellent Grants, 2018*

Zhaohui Su, Kate Pounders, Susana Ramirez, and **Xinying Hao**, "Understanding the Relationship between Health Consciousness and Sustainable Consumption,"

## TEACHING EXPERIENCES

**University of Texas at Austin, Austin, TX**

*Instructor, Principles of Marketing*

Spring 2016

- Instructor Evaluation: **4.9/5.0**

*Lab Instructor and Teaching Assistant*

- Statistics and Data Science: Data Analysis for Health Sciences
- Introduction to Astronomy

Spring 2019

Fall 2018

## HONORS AND AWARDS

Fred Moore Assistant Instructor Awards for Teaching Excellence, UT Austin

2017

Donald D. Harrington Fellowship, The University of Texas at Austin

2013-2018

Bonham Research Funds, McCombs School of Business	2015,2016,2017
INFORMS Marketing Science Doctoral Consortium Fellow	2016
University of Houston Doctoral Symposium Fellow	2016
Best Bachelor Thesis Awards, Zhejiang University	2013
Scholarship for Outstanding Merits, Zhejiang University	2009-2012

### CONFERENCE AND INDUSTRY PRESENTATIONS

INFORMS Annual Meeting, Seattle, WA	Oct 2019
Alibaba Group, Hangzhou, China	June 2019
SUFE Marketing Symposium, Shanghai, China	June 2019
INFORMS Marketing Science Conference, Philadelphia, PA	June 2018
32nd AAAI Conference on Artificial Intelligence, New Orleans, LA	Feb. 2018
Marketing Dynamics Conference, HKUST, Hong Kong	Aug. 2017
INFORMS Marketing Science Conference, Shanghai, China	June 2016
Texas Marketing Research Conference, Arlington, TX	Mar. 2016

### SKILLS

**Programming:** R/ Microsoft R, Rcpp, STATA, Python

**Big Data Analytics:** Parallel Computing at Texas Advanced Computing Center

**Deep Learning Frameworks:** Pytorch