

## Song Lin

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CONTACT INFORMATION	LSK4018, Hong Kong University of Science & Technology Clear Water Bay, Hong Kong	+852 2358 7717 mksonglin@ust.hk
RESEARCH INTERESTS	Generative AI, advertising, pricing, platform design, new product and innovation, consumer attention, search, and learning	
EMPLOYMENT	Hong Kong University of Science and Technology, Hong Kong Department of Marketing, School of Business Associate Professor (with tenure), Lee Heng Fellow, July 2021 - present Assistant Professor, June 2015 - June 2021	
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	Associate Editor (2021-present) <ul style="list-style-type: none"><li>• Marketing Science</li><li>• 2023, 2026 Marketing Science Service Award for Associate Editor</li></ul> Senior Faculty Fellow (2023) <ul style="list-style-type: none"><li>• ISMS Early-Career Scholars Camp</li></ul> MSI Young Scholars (2021) <ul style="list-style-type: none"><li>• 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.</li></ul> Weitz-Winer-O'Dell Award (2020 Winner) <ul style="list-style-type: none"><li>• 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.</li></ul> John D.C. Little Best Paper Award (2015 Finalist) <ul style="list-style-type: none"><li>• 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.</li></ul> INFORMS Society for Marketing Science Doctoral Award (2013 Winner) <ul style="list-style-type: none"><li>• Awarded by the Society for Marketing Science of INFORMS; It recognizes the best doctoral dissertation proposals in marketing science.</li></ul>	
PUBLICATIONS	Information Design of Online Platforms (with Tony Ke, Michelle Y. Lu) - <i>Management Science</i> , forthcoming.  Price Caps of Matching Platforms: The Case of Ticket Resales (with Da He*) <ul style="list-style-type: none"><li>• <i>Marketing Science</i>, 2025.</li></ul>	

Do More “Likes” Lead to More Clicks? Evidence from a Field Experiment on Social Advertising (with Shan Huang)

- *Journal of Marketing*, 2024, 89(5)

Media Formats of Advertising (previously circulated as “The Medium of Advertising”)

• *Marketing Science*, 2024, 43(5)

Informational Complementarity (with Tony Ke)

• *Management Science*, 2020, 66(8)

Two-Sided Price Discrimination by Media Platforms

• *Marketing Science*, 2020, 39(2)

Add-on Policies under Vertical Differentiation: Why Do Luxury Hotels Charge for Internet While Economy Hotels Do Not?

• *Marketing Science*, 2017, 36(4)

• INFORMS Society for Marketing Science Doctoral Award

Learning from Experience, Simply (first author, with Juanjuan Zhang, John Hauser)

• *Marketing Science*, 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.

(Note: \* student mentored.)

WORKING  
PROGRESS

On the Role and Design of Royalty Policies (with Wenxiao Yang\*, Zijun Shi)

- Under review

Towards Intelligent Shopping Assistant: Can LLM Empower Consumer Decision Making? (with Zijun Shi, Xinyi Sun\*)

- Under review

AI as a Catalyst: Uncovering the Effects of AI Assistance on Review Generation and Engagement (with James Li)

- Under review

Bait and Break: Attention Lock-in and Fragmentation

Information and Creativity in Innovation Contests (with Haosheng Fan\*)

On the Role of Sales Force in Product Line Design (with Xinyu Cao and Xingyu Fu)

Strategic Summarization (with Pengxiang Zhou)

Optimal Design of Interactive Advertising (with Buqing Ma)

Substitutes or Complements? Product Returns vs Information Disclosure (with Yang Yang)

AI Aversion (with Tianyu Han, Mingduo Zhao)

PRESENTATIONS

Uncovering the Effects of AI Assistance on Review Generation and Engagement  
The Marketing Analytics Symposium Sydney (MASS), Australia

2026

On the Role and Design of Resale Royalties	
Marketing Theory Seminar, 2025	
Towards Intelligent Shopping Assistant: An Early Exploration	
UNSW Research Camp, Sydney, Australia	2026
Korea Advanced Institute of Science & Technology, Seoul, Korea	2025
Huazhong University of Science and Technology, Wuhan, China	2025
Chinese University of Hong Kong, Shenzhen, China	2025
Marketing Science Conference (“AI for Marketing”), Sydney, Australia	2024
Peking University, Beijing, China	2024
Attention Lock-in and Fragmentation	
Marketing Science Conference, Miami, FL	2023
Information Design of Online Platforms	
ACM Conference on Economics and Computation (EC’23), London, UK	2023
Mannheim Virtual IO Seminar Series, Germany	2021
Theory Talk under Lion Rock, Hong Kong	2021
POMS 31st Annual Conference, US	2021
The Medium of Advertising	
Sun Yat-Sen University, Guangzhou, China	2023
Peking University HSBC Business School, Shenzhen, China	2023
UT Dallas Frontiers of Research in Marketing Science Conference, TX	2023
Yale University, New Haven, CT	2021
University of Science and Technology of China, Hefei, China	2021
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	
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	
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	
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	CES China Conference at Sun Yat-sen University	2025
	“Should Price Data Be Shared?” by Zheng Gong	
	Summer Institute in Competitive Strategy (SICS) at UC Berkeley	2025
	“Strategic Disinformation Generation and Detection” by Jesse Yao	
	Consumer Search and Switching Costs Workshop at CUHK	2025
	“Resale Price Maintenance and Consumer Search” by Yang Yang	
	UT Dallas Frontiers of Research in Marketing Science Conference	2022
	“Amazon and the Evolution of Retail” by Tommaso Bondi	
	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	
GRANTS AND FUNDS	Hong Kong RGC Grant – General Research Fund	
	• 2024-2027 “Can Large Language Models Help Consumers Navigate Product Reviews?” (PI, HK\$870,527)	
	• 2024-2026 “On the Role of Salesforce in Product Line Design” (Co-I, HK\$867,613)	
	• 2022-2024 “Official Ticket Resale and the Role of Price Caps” (PI, HK\$314,553)	
	• 2018-2021 “Information and Incentives in Freelance Contests” (PI, HK\$162,000)	
	Hong Kong RGC Grant – Early Career Scheme	
	• 2017-2019 “Informational Complementarity” (PI, HK\$261,000)	
HONORS AND AWARDS	Marketing Science Service Awards (Associate Editor)	2023
	Lee Heng Fellowship (HKUST)	2021
	Faculty Recognition Award (HKUST, university-level recognition)	2021
	Dean’s Fellowship (HKUST)	2021
	MSI Young Scholars	2021
	Weitz-Winer-O’Dell Award, winner	2020
	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

ACADEMIC  
SERVICE

Associate Editor

- *Marketing Science*

Editorial Board

- *Journal of Marketing Research*

Committee

- *2022 ISMS Doctoral Dissertation Award*
- *2022 ISMS Doctoral Early-Stage Research Grants*

Ad-hoc Reviewer

- Marketing: *Marketing Science, Journal of Marketing Research, Management Science, Journal of Marketing, Quantitative Marketing and Economics, Marketing Letters, Journal of Public Policy and Marketing, International Journal of Research in Marketing, Review of Marketing Science*
- Economics: *American Economic Journal: Microeconomics, International Economic Review, Journal of Economic Behavior and Organization, Information Economics and Policy, RAND Journal of Economics, Journal of Political Economy: Microeconomics, International Journal of Economic Theory, International Journal of Industrial Organization*
- Operations Research/Management: *Operation Research, European Journal of Operation Research, Manufacturing and Service Operations Management, Production and Operations Management, Decision Sciences*
- Information Systems: *Information Systems Research*

TEACHING AND  
SUPERVISING

Teaching

Analytical Models in Marketing (PhD), 2020-present  
Marketing Analytics (Master of Science, Undergraduate; first analytics course introduced in marketing), 2021-present  
Marketing Research (Undergraduate), 2015-2020

Supervising

Haosheng Fan, PhD (Co-advisor), placement: NEOMA Business School (France)  
Da He, PhD (Advisor), placement: Xiamen University (China)  
Frederick Mutto, DBA (Committee), now Adjunct Associate Professor at HKUST  
Wenxiao Yang, Research Student (Advisor for the undergrad thesis), now PhD at UC Berkeley  
Pengxiang Zhou, Research Assistant, PhD at University of Southern California  
Xiyuan Tao, Research Assistant, PhD at University of British Columbia  
Xinyi Sun, 4rd-year PhD student

DEPARTMENT AND  
SCHOOL SERVICES

Associate Director MSc program, 2026-present  
Chair of Faculty Recruiting Committee, 2020-2023, 2024-present  
MBA committee member, 2024  
HKUST One-Million Dollar Entrepreneurship Competition Committee, 2020-present  
MSc in Marketing Committee (commissioned to found the program), 2021-2022  
Department Head Search Committee, 2020  
Interim PhD Coordinator, September to October 2019  
PhD Committee, 2019-2021

*Last updated: April 27, 2026*