

## 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, smart contract and blockchain, 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></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	Media Formats of Advertising (previously circulated as “The Medium of Advertising”) <ul style="list-style-type: none"><li>• Forthcoming at <i>Marketing Science</i></li></ul> Informational Complementarity (with Tony Ke) <ul style="list-style-type: none"><li>• <i>Management Science</i>, 2020, 66(8)</li></ul> Two-Sided Price Discrimination by Media Platforms <ul style="list-style-type: none"><li>• <i>Marketing Science</i>, 2020, 39(2)</li></ul>	

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.

WORKING  
PROGRESS

(Note: \* student mentored.)

Information Design of Retail Platforms (with Tony Ke, Michelle Y. Lu)

- Major revision at *RAND Journal of Economics*
- Q: What is the role of information in the trade-off between advertising and sales of a retail platform?
- Theory: Optimal search and Bayesian persuasion with multiple receivers

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

- Major revision at *Journal of Marketing*
- Q: Does showing (more) likes increase ad clicking?
- Data: A large field experiment conducted on WeChat in collaboration with Tencent
- Mechanism: Normative social influence can crowd out informational influence

Art, Smart Contract, and the Role of Royalties (with Wenxiao Yang\*, Zijun Shi)

- Under review
- Q: Do royalties enabled by smart contract really benefit artists? How should NFT platforms design the royalty policy?
- Theory: Signaling and contracting

Price Caps of Matching Platforms: The Case of Ticket Resales (with Da He\*)

- Under review
- Q: Why do platforms (ticket) impose price caps on reselling?
- Theory: Matching with heterogeneous sellers under price constraint

Attention Lock-in and Fragmentation

- Q: How to grab attention by merely changing the scheduling of subjects of focus, and what is the implication for media design?
- Theory: Dynamic attention of receiver and allocation of sender
- Working paper available soon

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

- Q: How does information design (observability and feedback provision) affect the creativity of contestants?
- Methods: ML methods to measure creativity + identification strategy on observational data + field experiment (in progress)
- Working paper available upon request

(The following projects are still in development. Discussion welcome.)

Intelligent Decision Making

Give Me a Break (with Yi Zhu)

Towards Intelligent Shopping Assistant: An Early Exploration (with Xinyi Sun\*, Zijun Shi)

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

Unsilence the Majority (with James Li)

Product Line of Status Goods (with Juanjuan Zhang)

PRESENTATIONS	Attention Lock-in and Fragmentation	2023
	Marketing Science Conference (scheduled), Miami, FL	
	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	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	
HONORS AND AWARDS	Lee Heng Fellowship (HKUST)	2021
	Faculty Recognition Award (HKUST)	2021
	Dean’s Fellowship (HKUST)	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	Associate Editor	
	• <i>Marketing Science</i>	
	Editorial Board	
	• <i>Journal of Marketing Research</i>	

#### 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, Quantitative Marketing and Economics, Marketing Letters, Journal of Public Policy and Marketing*
- Economics: *American Economic Journal: Microeconomics, International Economic Review, Journal of Economic Behavior and Organization, Information Economics and Policy*
- 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*

#### Service

Academic Evaluation Committee for HKUST One-Million Dollar Entrepreneurship Competition, 2020-present  
MSc in Marketing Program Committee (commissioned to found the program), 2021-present  
Chair of Faculty Recruiting Committee, 2020-2022  
Department Head Search Committee, 2020  
Interim PhD Coordinator, September to October 2019  
PhD Committee, 2019-2021

#### Teaching (HKUST)

Quantitative Marketing (PhD), 2020  
Marketing Analytics (Master of Science, Undergraduate; first analytics course introduced in marketing), 2021-2022  
Marketing Research (Undergraduate), 2015-2020

#### Student Supervising

Haosheng Fan (Co-advisor), placement: NEOMA Business School (France)  
Da He (Advisor), 4th-year PhD candidate  
Frederick Mutto (Co-advisor), 2nd-year DBA student  
Wenxiao Yang (Advisor for the undergrad thesis), now PhD at UC Berkeley  
Xinyi Sun (Advisor), 1st-year PhD student

#### 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: January 18, 2024*