

Yixing Chen

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Appointments

Singapore Management University

Associate Professor of Marketing, Lee Kong Chian School of Business, July 2026–

University of Notre Dame

Assistant Professor of Marketing, Mendoza College of Business, July 2020–June 2026

GreatSchools.org

Advisory Fellow, Product & Data Science Group, July 2024–

Education

Ph.D. in Business Administration (Marketing), Texas A&M University, 2020

MBA (Marketing), University of New Mexico, 2015

Bachelor of Economics, Southwestern University of Finance and Economics, 2013

Research Interests

Substantive: Social Impact of Marketing; Digital Platforms; Technology and Society; Healthcare

Methodological: Causal Inference; Applied Econometrics; Applied Machine Learning

Publications (Top-Tier Business Journals)

1. Lei, Xiaoxia[†], Yixing Chen, and Ananya Sen (2026), "Trade-offs in Leveraging External Data Capabilities: A Field Experiment in an Online Search Market," *Management Science*, 72 (4), 2998-3015.
2. Hou, Liwen^{*}, Xinxue Qu^{*}, Yixing Chen, and Ling Xue (2025), "Strategizing Value-added Services for Platform Firms," *Production and Operations Management*, 34 (10), 3289-3308.
3. Chen, Yixing, Shrihari Sridhar, Kyuhong Han, Sonam Singh[†], Vikas Mittal, and Taehoon Im[†] (2024), "The Value of Safety Training for Business-to-Business Firms," *Journal of Marketing Research*, 61 (4), 742–59.
4. Chen, Yixing, Vikas Mittal, and Shrihari Sridhar (2021), "Investigating the Academic Performance and Disciplinary Consequences of School District Internet Access Spending," *Journal of Marketing Research*, 58 (1), 141–62.
 - Distinguished Winner, 2023 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
 - Finalist, 2021 Paul E. Green/Vithala R. Rao Award (JMR Best Paper Award)
5. Chen, Yixing, Ju-Yeon Lee, Shrihari Sridhar, Vikas Mittal, Katharine McCallister, and Amit G. Singal (2020), "Improving Cancer Outreach Effectiveness through Targeting and Economic Assessments: Insights from a Randomized Field Experiment," *Journal of Marketing*, 84 (3), 1–27. [Lead Article]
 - Inaugural Winner (2021), Financial Times Responsible Business Education Academic Research Award
 - Finalist, 2022 AMA-EBSCO-RRBM Award for Responsible Research in Marketing
 - Finalist, 2020 AMA/Marketing Science Institute/H. Paul Root Award (JM Best Paper Award)

6. Kanuri, Vamsi K., Yixing Chen, and Shrihari Sridhar (2018), "Scheduling Content on Social Media: Theory, Evidence, and Application," *Journal of Marketing*, 82 (6), 89–108.

- Finalist, 2018 AMA/Marketing Science Institute/H. Paul Root Award (JM Best Paper Award)

Publications (Interdisciplinary or Other Disciplinary-Specific Journals)

7. Ma, Mingjie*, Siliang Tong*, Yixing Chen*, and Kim Huat Goh (2026), "The Public Health Impact of Private Fitness Expansion," *PNAS Nexus*, 5 (2), pgag023.
8. Li, Wenchang[†], John P. Lalor, Yixing Chen, and Vamsi K. Kanuri (2025), "From Stars to Insights: Exploration and Implementation of Unified Sentiment Analysis with Distant Supervision," *ACM Transactions on Management Information Systems*, 16 (3), 28: 1-21.
9. Singal, Amit G., Yixing Chen, Shrihari Sridhar, Vikas Mittal, Hannah Fullington, Muzeeb Shaik[†], Akbar K. Waljee, and Jasmin Tiro (2022), "Novel Application of Predictive Modeling: Identifying Patients for a Tailored Approach to Promoting HCC Surveillance in Patients with Cirrhosis," *Clinical Gastroenterology and Hepatology*, 20 (8), 1795–1802.
10. Chen, Yixing, Shrihari Sridhar, and Vikas Mittal (2021), "Treatment Effect Heterogeneity in Randomized Field Experiments: A Methodological Comparison and Public Policy Implications," *Journal of Public Policy & Marketing*, 40 (4), 457–62. [Invited Article]
11. Pickard, Matthew D., Catherine A. Roster, and Yixing Chen (2016), "Revealing Sensitive Information in Personal Interviews: Is Self-Disclosure Easier with Humans or Avatars and Under What Conditions," *Computers in Human Behavior*, 65, 23–30.

* denotes equal contribution [†] denotes student co-authors at the start of the project

Honors and Awards

2026	MSI Young Scholar
2026	Junior Faculty Fellow, AMA Marketing Strategy Consortium
2025	James Dincolo Outstanding Research Award, Mendoza College of Business
2024	Harper Cancer Research Institute Research to End Disparities Grant (\$19,000)
2024	Prochaska Outstanding Teaching Award, Mendoza College of Business
2023	<i>Poets & Quants</i> Best 40-Under-40 MBA Professor Worldwide
2023	Distinguished Winner, AMA-EBSCO-RRBM Award for Responsible Research in Marketing
2023	Fellow, 2023 ISMS Early-Career Scholars Camp
2022	Kemper Foundation Professor Award Grant (\$25,000)
2022	<i>Financial Times</i> Responsible Business Education Academic Research Award
2022	Finalist, Paul E. Green/Vithala R. Rao Award for the best <i>Journal of Marketing Research</i> article
2022	Finalist, AMA-EBSCO-RRBM Award for Responsible Research in Marketing
2022	University of New Mexico Inspirational Young Alumnus Award
2022	Faculty Mentor, AMA Marketing Strategy Consortium
2021	Grow the Good in Business Faculty Research Award, Mendoza College of Business
2021	Finalist, AMA/MSI/H. Paul Root Award for the best <i>Journal of Marketing</i> article in 2020
2021	John A. Howard AMA Doctoral Dissertation Award
2021	Texas A&M University Distinguished Dissertation Award
2019	Finalist, AMA/MSI/H. Paul Root Award for the best <i>Journal of Marketing</i> article in 2018
2019	Dean's Award for Outstanding Teaching, Texas A&M University
2019	Fellow, AMA-Sheth Foundation Doctoral Consortium
2019	Fellow, University of Houston Marketing Doctoral Symposium
2018	Fellow, Academy of Marketing Science Doctoral Consortium

Presentations (*Presentation by Coauthor)

2026: Singapore Management University, University of Missouri PhD Seminar, MSI Young Scholars Conference, Theory + Practice in Marketing, ISMS Marketing Science Conference, CEIBS Marketing Symposium (scheduled), Platform Research Symposium (scheduled)*

2025: INSEAD, University of Pittsburgh (virtual), UESTC, SWUFE, Dalian University of Technology, DMA and Beyond Conference*, Economics of the Digital Markets Act Workshop*

2024: Indiana University (Kelley), University of International Business and Economics, Shenzhen University, Soochow University, SWUFE, Iowa State Doctoral Seminar, Platform Strategy Research Symposium*, ISMS Marketing Science Conference, Theory + Practice in Marketing*, 34th Annual POMS Conference

2023: University of Texas at Austin (McCombs), NBER Economics of AI Conference*, INFORMS Annual Meeting*, AMA Summer Academic Conference RRBW Award Session*, Online seminar on the Economics of Platforms (Toulouse)*, East China University of Science and Technology, Southwestern University of Finance and Economics, Soochow University Workshop on Information Systems, China Marketing International Conference*, Columbia/Wharton Management, Analytics, and Data Conference*, Hi!PARIS Workshop on AI and Digital Economy*, NBER Workshop of Digital Economics*

2022: University of Pennsylvania (Wharton; Responsible Research Summit), WISE*, Marketing Dynamics Conference, China India Insights Conference, CIST*, AMA Summer Academic Conference (Paul E. Green Award Session and RRBW Award Session), Marketing Science Conference*, NSF Convergence Workshop on Human-AI Frontier, NYU AI in Strategic Management Workshop*, University of Notre Dame (Brown Bag), Neeley Analytics Conference*, University of New Mexico (Anderson)

2021: London School of Economics and Political Science, Renmin University of China, JMR Special Issue Conference on Mitigation in Marketing, University of Notre Dame (Marketing Brown Bag), Moment to See, Courage to Act 3-Minute Lightning Talks (University of Notre Dame)

2020: Southwestern University of Finance and Economics 95th Anniversary Seminar Series, AMA Summer Academic Conference*, New Ideas in Marketing Online Seminar Series, AMA Winter Educators' Conference*

2017–2019: University of Notre Dame (Mendoza), 37th University of Houston Annual Marketing Doctoral Symposium, JMR Special Issue Conference on Marketing and Education, AMA Winter Academic Conference, Thought Leader Conference on Marketing Strategy in D3 Environments

Teaching

Lee Kong Chian School of Business, Singapore Management University

Marketing Management (MiM)
Spring 2027 (scheduled)

Mendoza College of Business, University of Notre Dame

Marketing Analytics (BBA, MBA, MSBA)
Spring 2021–Spring 2026 (average rating across 18 sections: 4.87/5)

Mays Business School, Texas A&M University

Marketing Analytics (Undergraduate)
Fall 2018 (average rating across 2 sections: 4.85/5)

Professional Service

Editorial Review Board

Journal of Marketing, 2024 –
Journal of Marketing Research, 2023 –

Ad-Hoc Reviewer

Journal of Marketing Research (2020–2023)
Journal of Marketing (2022–2024)
Marketing Science (2021–)
Management Science (2020–)
MIS Quarterly (2024–)
Information Systems Research (2026–)
Journal of Interactive Marketing (2024)
Journal of Service Research (2022–2023)
International Journal of Industrial Organization (2022)
Journal of Public Policy & Marketing (2021)
International Journal of Research in Marketing (2020–)
Journal of the Academy of Marketing Science (2018–)
17th China Summer Workshop on Information Management (2024)
John A. Howard/AMA Doctoral Dissertation Award (2024)

Conferences

Session Co-Chair (with Xiaolin Li), ISMS Marketing Science Conference, June 2026
Organizer, Tianfu Forum on Digital Marketing, Platform Economy, and Society, June 2025
Session Co-Chair (with Xian Gu), Conference of the European Marketing Academy, May 2025
Organizer, SuHang Conference on Responsible Research in Marketing and Digital Economy, June 2024
Program Committee, 17th China Summer Workshop on Information Management, June 2024
Session Co-Chair (with Ziwei Cong), ISMS Marketing Science Conference, June 2024
Session Co-Chair (with Lidan Xu), China Marketing International Conference, June 2023
Session Co-Chair (with Kyuhong Han), AMA Winter Academic Conference, February 2023

Student Advising

Dissertation Committee

Runyang Shu (Ph.D. in Marketing, expected 2027), University of Texas at Austin

Predoctoral Research Assistants

Yi Chen (2023–2025), placement: PhD program (Marketing), University of Michigan
Jiayi Zhang (2023–2024), placement: PhD program (Operations), Washington University in St Louis
Nathaniel Cieplik (2021–2023), placement: MD program, University of Pennsylvania
Anne-Charlotte Belloeil (2021–2022), placement: PhD program (Quant. Methods), Vanderbilt University

University

Faculty Mentor, Business Honors Program Capstone Thesis, 2025-2026

Faculty Mentor, Global Health Case Competition, 2025

Faculty Mentor, International Development Studies Capstone Project, 2022-2023

Faculty Affiliate, Lucy Family Institute for Data & Society, 2022–

Faculty Affiliate, Mike and Josie Harper Cancer Research Institute, 2021–

Faculty Affiliate, Eck Institute for Global Health, 2021–

Lecturer, Welcome Weekend's First Lecture Series, 2021, 2022

Faculty Mentor, Building Bridges Program, 2020

Department

Tenure-track faculty recruiting committee, 2023

Other Community Services

Men Wear Pink Ambassador, American Cancer Society, 2024

Grants

Principal Investigator, "Encouraging Patients to Complete Cancer Screening," Harper Cancer Research Institute, \$19,000.

Principal Investigator, "Advancing Online Reviews in Education Through Choice Architecture Interventions and Text Analytics," Kemper Foundation, \$25,000.