

YUANCHEN SU

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ACADEMIC POSITION

Lerner College of Business and Economics, University of Delaware *July 2024 - Present*
Assistant Professor of Marketing

EDUCATION

Carlson School of Management, University of Minnesota *2024*
Ph.D., Business Administration

University of Minnesota *2017*
M.S., Industrial & Systems Engineering
M.S., Statistics (coursework)

Tsinghua University *2014*
B.Eng., Automation

RESEARCH INTERESTS

Substantive: Salesforce, Gamification, Incentive Design, Digital Marketing, Social Effects, Behavioral Economics
Methodology: Econometrics, Structural Model, Game Theory, Optimization

RESEARCH

Social Motivation of Sales Contest Leaderboards: Theory and Evidence
with Madhu Viswanathan and George John

- *2023 ISBM Doctoral Dissertation Award, Winner and Outstanding Submission*
- *AMS 2023 Mary Kay Dissertation Proposal Award, Runner-up*
- *IOEA 2022 Accessit Best Project Award*

The Effect of Windfalls on Sales Performance
with Madhu Viswanathan and George John

Referral, Learning and Inventory Decisions
with Guangwen Kong and Ankur Mani

- *Reject & Resubmit at Management Science*
- *2018 Net Institute Summer Award*

Social Listening with Competition: The Roles of Social Closeness and Extremity Bias
with Yi Zhu and Anthony Dukes

Search, Prominence, and Product Design
with Ruitong Wang

AI-related Biases in B2B Sales
with Shantanu Dutta, Shankar Ganesan, Navid Mojir, and Irene Nahm

HONORS & AWARDS

ISBM Doctoral Fellow	2024
2023 ISBM Doctoral Dissertation Award, Winner and Outstanding Submission	2024
AMS 2023 Mary Kay Dissertation Proposal Award, Runner-up	2023
AMA Retail & Pricing SIG's Best Doctoral Student Award	2023
AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Accessit Best Project Award, IOEA	2022
Doctoral Dissertation Fellowship, Carlson School of Management, UMN	2021-2022
Cargill Fellowship, Carlson School of Management, UMN	2022-2023
Vaile Award for Research, Carlson School of Management, UMN	2022
Lieberman Award for Teaching, Carlson School of Management, UMN	2022
Haring Symposium Fellow (Presenter)	2021
PhD Student Teaching Award, Carlson School of Management, UMN	2021
ISMS Marketing Science PhD Consortium Fellow	2020, 2023
Haring Symposium Fellow (Discussant)	2020
Henrickson Fellowship, Carlson School of Management, UMN	2017, 2019
Graduate School Fellowship, Carlson School of Management, UMN	2017-2021
John N. Quiring Fellowship, School of Statistics, UMN	2016

CONFERENCE PRESENTATIONS

“Social Motivation of Sales Contest Leaderboards: Theory and Evidence”	
- ISMS Marketing Science Conference, Miami	Jun 2023
- CSOM Applied Econ Seminar, UMN	May 2023
- 2023 AMS Annual Conference, New Orleans	May 2023
- 2023 George John Symposium, Austin	May 2023
- 2023 Marketing Analytics Symposium Sydney, Sydney	Feb 2023
- 2023 AMA Winter Conference, Nashville	Feb 2023
- Marketing Dynamics Conference, Atlanta	Nov 2022
- ISMS Marketing Science Conference, Virtual	Jun 2022
- 19th Institutional and Organizational Economics Academy, Corse, France	May 2022
- Enhancing Sales Force Productivity Conference, Kansas University	Apr 2022
“Social Listening with Competition”	
- Frank Bass Conference, UTD	Feb 2024
- Haring Symposium, Indiana University	Apr 2021
- ISMS Marketing Science Conference, Virtual	Jun 2020
- MSOM Annual Meeting, Singapore	Jul 2019
- ISMS Marketing Science Conference, Rome, Italy	Jun 2019
“Referral, Learning and Inventory Decisions,” with Guangwen Kong and Ankur Mani.	
- 13th POMS-HK International Conference, Virtual	Jan 2023
- MSOM Annual Meeting, Virtual	Jun 2021
- POMS 31th Annual Conference, Virtual	Jun 2020
- INFORMS Annual Meeting, Nashville	Nov 2016

TEACHING EXPERIENCE

University of Minnesota

Instructor, Principles of Marketing

Spring 2020, Spring 2021

- PhD Student Teaching Award

- Lieberman Award for Teaching

Guest lecturer, Customer Relationship Management

2022, 2023, 2024

SERVICES

Ad-hoc Reviewer: Electronic Commerce Research and Applications

Conference Reviewer: 2024 AMA Summer Academic Conference

Marketing PhD Research Camp Organizer

2020 - 2021

Marketing Weekly Brown Bag Organizer

2019 - 2020

AFFILIATIONS

American Marketing Association

The Institute for Operations Research and the Management Sciences

Manufacturing & Service Operations Management

Production and Operations Management Society

SKILLS

Matlab, R, Stata, Mathematica, Python, SQL