SHAOYIN(SHERRY) DU

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School of Management, University at Buffalo

215A Jacobs Management Center • Buffalo, NY 14260

APPOINTMENTS

- **School of Management, University at Buffalo** **Buffalo, NY**
  Assistant Professor of Marketing *2024 - present*

- **Belk College of Business, UNC-Charlotte** **Charlotte, NC**
  Assistant Professor of Marketing *2022 - 2024*

EDUCATION

- **Simon Business School, University of Rochester** **Rochester, NY**
  Ph.D. in Marketing *2022*

- **Simon Business School, University of Rochester** **Rochester, NY**
  M.S. in Business Administration *2018*

- **University of Mississippi** **University, MS**
  M.A. in Economics *2007*

- **Fudan University** **Shanghai, China**
  B.B.A. in Tourism Management *2005*

RESEARCH INTERESTS

- Quantitative Marketing

- Digital Marketing and Consumer Choices

- Online Advertising and Privacy Concerns

- Causal Inference with Machine Learning

PUBLICATIONS

- **Consumer Privacy Choice in Online Advertising: Who Opts Out and at What Cost to Industry?**
  with Garrett A. Johnson and Scott K. Shriver, *Marketing Science*, 39(1)(2020):33-51.
  Winner, 2020 John D.C. Little Award

- **Did Leaving the Gold Standard Tame the Business Cycle? Evidence from NBER Reference Dates and Real GNP**
  with Andrew T. Young, *Southern Economic Journal*, 76.2(2009): 310-327.

WORKING PAPERS

- **Did You Notice the Hidden Fees? Evidence from Airbnb**
  with Paul B. Ellickson and Mitchell J. Lovett

- **Impact of Shopping Online on Consumer's Grocery Purchase Decisions**
  with Paul B. Ellickson and Mitchell J. Lovett

TEACHING EXPERIENCE

- School of Management, University at Buffalo
  - Digital Marketing (Undergraduate)   2025
  - Product & Brand Management (Undergraduate)   2025
  - Digital Marketing Analytics (Master)   2025
- Belk College of Business, UNC-Charlotte
  - Strategic Business Analytics (Master)   2022, 2023
  - Marketing Research (Undergraduate)   2022
- Simon Business School, University of Rochester
  - Marketing Research(Master), Lab Instructor   2019
  - Marketing Analytic Projects (Master), Co-Instructor   2019
  - Marketing Analytic Projects (Master), Teaching Assistant   2017, 2018
  - Data Analytics (Master), Teaching Assistant   2016
- University of Mississippi
  - Economics Statistics I (Undergraduate)   2007

INVITED TALKS AND CONFERENCE PRESENTATIONS

- 2025: Marketing Science Conference
- 2024: North Carolina State University
- 2023: Marketing Science Conference, University at Buffalo

- 2021: Bocconi University, Concordia University, Fordham University, George Mason University, Purdue University, Stevens Institute of Technology, Tulane University, University of Arkansas, University of Cambridge, University of Illinois Urbana-Champaign, University of Kansas, University of Maryland, University of Miami, University of North Carolina at Charlotte, University of Texas at Dallas

HONORS AND AWARDS

- ISMS Early Career Scholars Camp, Duke University *2023*
- UNC Charlotte Faculty Research Grant *2023*
- John D.C. Little Award ("Consumer Privacy Choice in Online Advertising") *2020*
- ISMS Doctoral Consortium Fellow, University of Southern California *2017*
- Doctoral Fellowship, Simon Business School, University of Rochester *2015 - 2019*
- Graduate Assistantship, Economics Department, University of Mississippi *2005 - 2007*
- RenMin Undergraduate Scholarship, Fudan University *2001*

PROGRAMMING SKILLS

- Stata, R, Matlab, Python, LaTeX

PROFESSIONAL SERVICE

Ad hoc reviewer for *Marketing Science - Frontiers, Journal of Interactive Marketing, MSI Clayton Dissertation Proposal Competition, AMA Academic Conferences, Management Science Reproducibility Project*

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Informs Society for Marketing Science (ISMS)
- Marketing Science Institute (MSI)