

## **Yu Ma**

Associate Professor of Marketing and Bensadoun Scholar  
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### **Education**

- Ph.D., Olin School of Business, Washington University in St. Louis, St. Louis, Missouri, 2005. Dissertation Advisor: Chakravarthi Narasimhan.
- M.S.B.A., Olin School of Business, Washington University in St. Louis, St. Louis, Missouri, 2003.
- B.A., Business and Management School, Nankai University, Tianjin, China, 1998.

### **Academic Experience**

- Associate Professor: Desautels Faculty of Management, McGill University, July 2016 – present.
- Associate Professor: School of Business, University of Alberta, July 2013 – June 2016.
- Assistant Professor: School of Business, University of Alberta, July 2005 – June 2013.
- Visiting Scholar: Desautels Faculty of Management, McGill University, August 2010 – June 2012.
- Adjunct Professor: Desautels Faculty of Management, McGill University, August 2013 – June 2014.

### **Professional Certification**

- Microsoft Certified System Engineer, 2001.

### **Honors and Awards**

- Bensadoun Faculty Scholar, McGill University, 2017-
- Retail Research Award, Alberta School of Retailing, 2012.
- Faculty Fellowship, Alberta School of Business, 2005.
- Beta Gamma Sigma Honor Society, Washington University in St. Louis, 2005.
- AMA Doctoral Consortium Fellow, Texas A&M University, 2004.
- INFORMS Doctoral Consortium Fellow, University of Maryland, 2003.
- Doctoral Fellowships, Olin School of Business, 2000-2004.

- Distinguished Graduate, NanKai University, 1998.

## Research Interests

- Data Analytics, Retailing, and Food Marketing

## Publications

- Ailawadi, Kusum L., Yu Ma, Dhruv Grewal (2017), "The Club Store Effect: Impact of Shopping in Warehouse Club Stores on Consumers' Packaged Food Purchases." *Journal of Marketing Research*, forthcoming.
- Rao, V.R., Russell, G.J., Bhargava, H., Cooke, A., Derdenger, T., Kim, H., Kumar, N., Levin, I., Ma, Y., Mehta, N. and Pracejus, J. (2017), "Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior." *Customer Needs and Solutions*, forthcoming.
- Paquet, Catherine, Luc de Montigny, Alice Labban, David Buckeridge, Yu Ma, Narendra Arora, and Laurette Dubé (2017), "The moderating role of food cue sensitivity in the behavioral response of children to their neighborhood food environment: a cross-sectional study." *International Journal of Behavioral Nutrition and Physical Activity* 14(1), 86.
- Minakshi Trivedi, Dinesh K. Gauri, and Yu Ma (2016) "Measuring the Efficiency of Category-Level Sales Response to Promotions", *Management Science*, forthcoming. Equal contribution.
- Laurette Dubé, Alice Labban, Jean-Claude Moubarac, Gabriela Heslop, Yu Ma, Catherine Paquet (2015), "A nutrition/health mindset on commercial Big Data and drivers of food demand in modern and traditional systems", *Annals of the New York Academy of Sciences*, 1331, pp 278-295
- Kalpesh Desai, Dinesh K. Gauri, and Yu Ma (2014), "An Empirical Investigation of Composite Product Choice," *Journal of Retailing*, 90 (4), 493-510. Equal contribution.
- Robert Fisher and Yu Ma (2014), "The Price of Being Beautiful: the Negative Effects of Attractiveness on Helping Children in Need," *Journal of Consumer Research*. 41(2), 436-450.
- David L. Buckeridge, Katia Charland, Alice Labban, and Yu Ma (2014), "A Method for Neighbourhood-level Surveillance of Food Purchasing," *Annals of the New York Academy of Science*.
- Kusum L. Ailawadi, Karen Gedenk, Tobias Langer, Yu Ma, and Scott A. Neslin (2014), "Consumer Response To Uncertain Promotions: An Empirical Analysis Of

Conditional Rebates,” *International Journal of Research in Marketing*, Vol. 31, No. 1, 94-106.

- Yu Ma, Kusum L. Ailawadi, and Dhruv Grewal (2013), “Soda versus Cereal and Sugar versus Fat: Drivers of Healthful Food Intake and the Impact of Diabetes Diagnosis”, *Journal of Marketing*, Vol. 77, No. 3, 101-120.
- Ernan Haruvy, Peter T.L. Popkowski Leszczyc, and Yu Ma (2014), “Does Higher Transparency Lead to More Search in Online Auctions?” *Production and Operations Management*, Vol. 23, 2.
- Nitin Mehta and Yu Ma (2012), “A Multi-Category Model of Consumer’s Purchase Incidence, Quantity and Brand Choice Decisions,” *Journal of Marketing Research*, lead article, 49(4), 435-451.
- Yu Ma, P.B. Seetharaman, and Chakravarthi Narasimhan (2012), “Modeling Dependencies in Brand Choice Outcomes across Complementary Categories,” *Journal of Retailing*, 88, 47-62.
- Yu Ma, Kusum L. Ailawadi, Dinesh K Gauri, Dhruv Grewal (2011), “An Empirical Investigation of the Impact of Gasoline Prices on Consumers' Shopping Behavior”, *Journal of Marketing*, 75 (2), 18-35.

### **Book Chapters and Conference Proceedings**

- Fatemi, Hajar, Yu Ma, Laurette Dube, (2015), “What's in an ad that impacts consumer purchase of healthy and unhealthy food? An empirical exploration in the Quebec Market”, Danone Institute Canada Grant-in-Aid Program Report.
- Yu Ma, Alice Labban, Mathew Cherian, Arash Shaban-Nejad, David L. Buckridge, and Laurette Dubé. System of Indicators for the Nutritional Quality of Marketing and Food Environment: Product Quality, Availability, Affordability, and Promotion. Chapter 27 in "*Diet Quality: An evidence-Based Approach Vol. II*", Victor R. Preedy (Editor), 2013, Springer, UK.
- Arash Shaban-Nejad, Masoumeh Izadi, Luke Mondor, Yu Ma, Laurette Dubé, and David L. Buckeridge (2012), “Knowledge-based Architecture for Integrating and Interpreting Population Health Data,” *Proceedings of the 13th ACM Annual International Conference on Digital Government Research*, 285-286.

### **Research Grants**

- “Choice Architecture: The Effect of Cross-Classification on Consumer Choice”, 2017, SSHRC Insight Development Grant, co-applicant, \$49,460 for 2 years. PI Luming Wang.
- “The influence of incentives and social media on charitable fundraising”, 2016, SSHRC Insight Grant, co-applicant, \$185,000 for 5 years. PI Peter Popkowski Leszczyc.
- “Highlighting, Bridging and Leapfrogging Conflicting Beliefs: New Strategy to Promote Nutritious Food”, 2014, Danone Institute of Canada, \$20,000 for 2 years. **Co-PI** with Sophie Chaxel and Laurette Dubé.
- “A Convergent Innovation Coalition for Sustainable Prosperity: Development Work for Agri-Food Systems,” 2014, SSHRC Partnership Development Grant, co-applicant. \$197,000 for 3 years. PI Saibal Ray.
- “Paths Of Convergence For Agriculture, Health And Wealth: Foundational Work For A Trans-disciplinary Whole-of-society Paradigm In Food And Nutrition Context”, 2014, SSHRC Insight Grant, co-applicant. \$354,517 for 5 years. PI Laurette Dubé.
- “A Management Flight Simulator Tool To Improve Economic Performance Of Nutrition-sensitive Food Innovation And Enabling Policy Environment”, 2014, Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ), co-applicant. \$142,890 for 3 years. PI Laurette Dubé.
- “An Empirical Investigation of Ingredient Branding Strategy and Its Consequence on Partner Brands,” 2013, SSHRC Insight Grant, **PI**. \$81,729 for 3 years.
- “Impact of Nutrition Navigation Program on Food Choices,” 2012, Alberta School of Retailing Seed Grant. \$8,000.
- “Competition between Auctions: Implications for Auction Design and Bidder and Seller Strategies,” 2011, SSHRC Grant, co-applicant. \$100,350 for 3 years. PI Peter Popkowski Leszczyc.
- “An Empirical Investigation of the Impact of Rapidly Increasing Gasoline Prices on Consumers Shopping Behavior,” 2008, Alberta School of Retailing Seed Grant. \$8,000.
- “An Empirical Study of Ingredient Branding Strategy,” 2007, SAS research fund, Alberta School of Business. \$2,500.
- “Aisle Caption,” 2006, SAS research fund, Alberta School of Business. \$2,500.
- “Multivariate Hazard Models for Multi Category Purchase Incidence Outcomes,” 2005, faculty fellowship, Alberta School of Business. \$12,000.

### **Conference Presentations**

My papers have been presented at Marketing Science conferences, Choice Symposium, Summer Marketing Educator's Conferences, INFORMS conferences, European Marketing Association Conference, Academy of Marketing Science Conference, Administrative Sciences Association of Canada Conference, Social Marketing Advances in Research and Theory Conference, International Marketing Trends Congress, Canadian Empirical and Theoretical (ET) Symposium, Canadian National Obesity Summit, and Annual Warren E. Kalbach Population Conference.

### **Teaching Interests**

- Marketing Management
- Retail and Channel Management
- Marketing Research and Business Analytics
- Marketing Strategy

### **Service**

- Editorial Review Board, Journal of Business Research, 2016-present.
- Co-advisor for PhD student: Lianhua Li, 2008-2009, Co-chair for PhD student Alice Labban, 2011-2014, Co-chair for Post-doc student: Suhong (Susan) Xiong, 2013-2014, Yun-Hsuan Wu (2016-2017), Christopher Coghlan (2016-2017), and Ons Jedidi (2016-2017).
- Dissertation Committee Member for: Jin Li, Martin Chun Qiu, Yongfu He, Lianhua Li, Hejun Zhuang, Moein Khanlari, and Hajar Fatemi.
- Departmental (MBEL) representative for Computing & Technology Advisory Committee, Re-admission Committee, and Library, U of Alberta.
- Organizer for marketing seminar series, U of Alberta, 2005-2007,
- U of Alberta Faculty advisor for Business & Beyond Toastmasters Club, 2009-2010.
- Chairing marketing comprehensive exam committee, U of Alberta, 2010.
- Marketing group teaching-mentor, U of Alberta, 2012-2013.
- Faculty advisor for University of Alberta Marketing Association, 2012-2013.
- School of Business teaching and learning taskforce, U of Alberta, 2015-2016.
- Specialized Master Committee, McGill University, 2016-2017.

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