

# WAYNE TAYLOR

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## Employment

- Cox School of Business, Southern Methodist University
  - Assistant Professor of Marketing, August 2017-present

## Education

- Doctor of Philosophy (PhD: Management), 2012-17, Anderson School of Management, UCLA
- Bachelor of Science (BS: Hotel Administration), 2005-09, Cornell University

## Research Interests

- Customer analytics, customer relationship management, loyalty programs, Bayesian methods

## Working Papers

1. “CRM Targeting With Loss Aversion: Evidence From The Casino Industry” with Jonathan Zhang. *Under review at Marketing Science*.
2. “DEI Brand Activism on Social Media: A Brand Marketing and Social-Political Activism Comparison” with Jakki Thomas and Pradeep Chintagunta. *Under review at Marketing Science*.
3. “Learning During School Closures: An Empirical Analysis of the Demand for Digital and Non-Digital Learning Products” with Karthik Babu Nattamai Kannan. *Under review at Marketing Science*.
4. “Controlling for Retailer Synergies when Evaluating Coalition Loyalty Programs” with Xiaojing Dong. *Under review at IJRM*.
5. “Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times” with Anand Bodapati. *Invited revision at Marketing Science*.
6. “Measurement Error in Generalized Nonlinear Models: An Application to Dynamic Discrete Choice Models” with Anand Bodapati.
7. “Drivers of Pro-social Behavior: Application with Paper for Water” with Mili Mormann.

## Work in Progress

1. “Causal Modeling with Big Data” with Rico Bumbaca
2. “Identifying High Potential Customers Using Acquisition Characteristics” with Sebastian Hohenberg
3. “Creating More Successful Customer Journeys by Managing Holidays and Abandonment” with Sharmistha Sikdar, Scott Neslin, and Wenyu Jiao
4. “Coalition Partner Cross-Effect Estimation with Missing Data”

## Publications

1. Taylor, Wayne, and Brett Hollenbeck. “Leveraging Loyalty Programs Using Competitor Based Targeting.” *Quantitative Marketing and Economics* (2022): 1-39.
2. Hohenberg, Sebastian, and Wayne Taylor. “Measuring Customer Satisfaction and Customer Loyalty.” *Handbook of Market Research* (2022): 909.
3. Hollenbeck, Brett and Wayne Taylor. “How to Make Your Loyalty Program Pay Off.” *Harvard Business Review* (2021).

## Invited Presentations

- Marketing Science, Miami, 2023
- Theory and Practice in Marketing, University of Lausanne, 2023
- QME for PhD Students, 2022
- Bass FORMS, UT Dallas, 2022
- Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2021
- Advanced Research Techniques Forum, University of Rochester, 2020 (cancelled due to COVID-19)
- San Diego State University, 2020 (cancelled due to COVID-19)
- National Business and Economics Society, 2020 (retracted due to COVID-19)
- Marketing Analytics Symposium, 2020
- Colorado State University, 2019
- Advanced Research Techniques Forum, Brigham Young University, 2019
- University of Texas, Austin, 2018
- Marketing Dynamics, Southern Methodist University, 2018
- Marketing Science, Temple University, 2018
- Advanced Research Techniques Forum, Ohio State University, 2018
- Theory and Practice in Marketing, UCLA, 2018
- University of California, San Diego, 2017
- University of Texas, Dallas, 2016
- Santa Clara University, 2016
- Southern Methodist University, 2016
- University of Georgia, 2016

## Teaching

- SMU Cox School of Business
  - Applied Predictive Analytics I (MS in Business Analytics core)
  - Managerial Statistics (MBA and MS in Management core)
  - Database Marketing (MS in Business Analytics elective)
- UCLA Anderson School of Management
  - Teaching Assistant for Regression (MFE core)
  - Teaching Assistant for Marketing Strategy and Planning (MBA and FEMBA core)

## Software

- *bayesm* – Bayesian inference for marketing and micro-econometrics. Contributed to development of version 3.0-0, the first version to extensively integrate c++ into the design.
- Shiny Apps – Apps to assist with teaching introductory statistics.
  - <https://wjtaylor.shinyapps.io/VisualizingLinearRegression/>
  - <https://wjtaylor.shinyapps.io/ConfidenceIntervals/>
  - <https://wjtaylor.shinyapps.io/HypothesisTesting/>

## **Industry Experience**

- Las Vegas Sands, Las Vegas, Nevada, Senior Manager of Casino Marketing Analytics, June 2009-August 2012
- Marriott International, Bethesda, Maryland, Revenue Management Intern, Summer 2008
- Trump Entertainment Resorts, Atlantic City, New Jersey, Revenue Management Intern, Summer 2007