

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 relationship management, Bayesian methods, econometrics, machine learning, targeting

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).

Working Papers

1. "The Impact of Online Gambling on Risky Behavior and its Implications for Demarketing" with Daniel McCarthy and Kenneth Wilbur. *Under review*.
2. "CRM Targeting With Loss Aversion: Evidence From The Casino Industry" with Jonathan Zhang. *Under review*.
3. "DEI Brand Activism on Social Media: A Brand Marketing and Social-Political Activism Comparison" with Jakki Thomas and Pradeep Chintagunta. *Preparing for resubmission*.
4. "Learning During School Closures: An Empirical Analysis of the Demand for Digital and Non-Digital Learning Products" with Karthik Babu Nattamai Kannan. *Preparing for resubmission*.
5. "Controlling for Retailer Synergies when Evaluating Coalition Loyalty Programs" with Xiaojing Dong. *Preparing for resubmission*.
6. "Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times" with Anand Bodapati. *Invited revision at Marketing Science*.
7. "Measurement Error in Generalized Nonlinear Models: An Application to Dynamic Discrete Choice Models" with Anand Bodapati.
8. "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”

Invited Presentations

- Marketing Science, Sydney, 2024
- American Marketing Association Marketing and Public Policy, Washington D.C., 2024
- Theory and Practice in Marketing, University of Texas, Austin, 2024
- Marketing Science, University of Miami, 2023
- Theory and Practice in Marketing, University of Lausanne, 2023
- Marketing Science DEI Conference, Southern Methodist University, 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

Computing and Software

- Fluent in R, experience with C++ and Python (including TensorFlow, PyTorch, NumPyro)
- Full-stack web development using JavaScript (React and Next.js), Node.js, and Git
- AWS: S3, EC2, DynamoDB, Lambda, CloudWatch, CodeCommit, Amplify, Cognito, Simple Email Service
- *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.

Teaching

- SMU Cox School of Business
 - Customer Engagement and Loyalty Management (MBA elective)
 - Applied Predictive Analytics I (MS in Business Analytics core)
 - Managerial Statistics (MBA and MS in Management core)
 - Database Marketing (MS in Business Analytics elective)
 - Customer Engagement and Loyalty Management (MBA elective)

- UCLA Anderson School of Management
 - Teaching Assistant for Regression (MFE core)
 - Teaching Assistant for Marketing Strategy and Planning (MBA and FEMBA core)

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