WAYNE TAYLOR

Cox School of Business
Southern Methodist University
6214 Bishop Boulevard
Dallas, Texas 75275
wjtaylor@smu.edu
waynejtaylor.com
github.com/waynejtaylor/

Updated: September 2019

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. "Measuring Partner Contribution in a Coalition Loyalty Program" with Xiaojing Dong,
2. "Measuring Customer Satisfaction and Customer Loyalty" with Sebastian Hohenberg. *Forthcoming in Handbook of Market Research.*
3. "Leveraging Limited Loyalty Programs Using Competitor Based Targeting" with Brett Hollenbeck. *Under review at Management Science.*
4. "Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times" with Anand Bodapati. *Invited revision at Marketing Science.*

Work in Progress

1. "Causal Modeling with Big Data" with Rico Bumbaca
2. "Targeting with Attitudinal and Behavioral Loyalty" with Sebastian Hohenberg
3. "The Impact of Loyalty Program Rewards Structure on Customer Engagement" *Selected proposal from Brierley Institute for Customer Engagement.*
4. "Coalition Partner Cross-Effect Estimation with Missing Data"

Invited Presentations

- 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