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- Education** DUKE UNIVERSITY Durham, NC
Ph.D. in Statistics, May 2006
Thesis: Spatio-temporal Modelling Using Nonparametric and Stochastic Differential Equation Approaches.
Advisor: Alan E. Gelfand
- DUKE UNIVERSITY Durham, NC
M.A. in Economics, December 2005
Advisor: Charles M. Becker
- NANJING UNIVERSITY Nanjing, China
B.S. in Chemistry, June 1999
- Employment** SCHOOL OF MANAGEMENT, YALE UNIVERSITY New Haven, CT
Postdoctoral Associate in Marketing, July 2006 –present

Research Interests

Marketing: geographic markets, discrete choice models, social networks, spatio-temporal product adoption and diffusion, database marketing.

Statistics: Bayesian and nonparametric statistics, spatio-temporal models, point processes, latent variables, simultaneous equations.

Publications in Refereed Journals

Duan, J. A., Mela, C. F. (2008), “The Role of Spatial Demand on Outlet Location and Pricing,” forthcoming, *Journal of Marketing Research*.

Duan, J. A., Guindani, M., Gelfand, A. E. (2007), “Generalized Spatial Dirichlet Process Models,” *Biometrika*, 94, 4, 809-825.

Kottas, A., Duan, J. A., Gelfand, A. E. (2007), “Modeling Disease Incidence Data with Spatial and Spatio-temporal Dirichlet Process Mixtures,” *Biometrical Journal*, 49, 5, 1-14.

Papers in Review Process

Duan, J. A., Gelfand, A. E., Sirmans, C. F., “Modeling Space-Time Data Using Stochastic Differential Equations,” revised and resubmitted, *Journal of the American Statistical Association (Theory and Methods)*.

Working Papers

Duan, J. A., Sancheti, S., Sudhir, K., “Beating the Average with Conditional Averages: Target Selection with Geo-Demographic Joint Distributions.”

Research Experience

SCHOOL OF MANAGEMENT, YALE UNIVERSITY
Postdoctoral Associate, July 2006 – present
New Haven, CT

ISDS, DUKE UNIVERSITY
Research Assistant, September 2002 – May 2006
Durham, NC

SCHOOL OF BUSINESS, UNIVERSITY OF CONNECTICUT
Research Assistant, September 2004 – May 2006
Storrs, CT

FUQUA SCHOOL OF BUSINESS, DUKE UNIVERSITY
Research Assistant, May – August 2005
Durham, NC

Teaching Experience

ISDS, DUKE UNIVERSITY
Lecturer, STA103 Probability & Statistical Inference (for undergraduate students in economics), June – August 2003
Teaching Assistant, September 2002 – May 2003
Durham, NC

Consulting Experience

STATISTICAL CONSULTING SERVICE, DUKE UNIVERSITY
Consultant, January – May 2003
Durham, NC

Colloquia/Invited Presentations

The Role of Spatial Demand on Outlet Location and Pricing
-School of Business, University of Connecticut, Storrs, CT, November 2006.
-School of Management, Yale University, New Haven, CT, October 2006.
-School of Business, University of Maryland, College Park, MD, February 2006.
-IBM T. J. Watson Research Center, Yorktown Heights, NY, January 2006.

Generalized Spatial Dirichlet Process Models
-Texas A&M University, College Station, TX, March 2006.
-Joint Statistical Meeting 2005, Minneapolis, MN, August 2005.

Nonstationary Spatial Process Modeling through Discrete Mixing
-Joint Statistical Meeting 2003, San Francisco, CA, August 2003.
-Bayesian Data Analysis, University of California, Santa Cruz, CA, August 2003.

Professional Activities

Referee for:
Journal of the American Statistical Association
Marketing Science
Papers in Regional Science