

WAYNE TAYLOR

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Updated: July 2025

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, causal inference

Publications

1. Taylor, Wayne, and Jonathan Zhang. "CRM Targeting with Reference-Dependent Sensitivities: Evidence from The Casino Industry." *Quantitative Marketing and Economics* (2025): 1-27.
2. Taylor, Wayne, and Anand Bodapati. "The Effect of Gambling Outcomes on Casino Return Times with Scalable DDC." *Customer Needs and Solutions* 11.1 (2024): 8.
3. Taylor, Wayne, and Brett Hollenbeck. "Leveraging Loyalty Programs Using Competitor Based Targeting." *Quantitative Marketing and Economics* (2022): 1-39.
4. Hohenberg, Sebastian, and Wayne Taylor. "Measuring Customer Satisfaction and Customer Loyalty." *Handbook of Market Research* (2022): 909.
5. Hollenbeck, Brett and Wayne Taylor. "How to Make Your Loyalty Program Pay Off." *Harvard Business Review* (2021).

Working Papers

1. "Evaluating Direct and Indirect Effects of Coalition Loyalty Programs" with Xiaojing Dong. *Under second round review at Journal of Retailing*.
2. "The Effects of Sports Betting Legalization on Irresponsible Gambling" with Daniel McCarthy and Kenneth Wilbur. *Under review at Journal of Marketing Research*.
3. "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*.
4. "Proactive vs. Reactive: How Brands Engage in Corporate Socio-political Activism Across Social Issues" with Jakki Thomas, Rowena Crabbe, and Pradeep Chintagunta.
5. "Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times" with Anand Bodapati.

Work in Progress

1. “Healthy Food Choices” with Dionne Nickerson and Nicole Davis.
2. “Creating More Successful Customer Journeys by Managing Holidays and Abandonment” with Sharmistha Sikdar, Scott Neslin, and Nikita Borale.
3. “Dynamic Reward Sensitivity”.
4. “Proactive vs. Reactive: How Brands Engage in Corporate Socio-political Activism Across Social Issues” with Jakki Thomas, Rowena Crabbe, and Pradeep Chintagunta.
5. “Incorporating Experience Quality Data into CRM Models: The Impact of Gambler Outcomes on Casino Return Times” with Anand Bodapati.
6. “Measurement Error in Generalized Nonlinear Models” with Anand Bodapati.
7. “Identifying High Potential Customers Using Acquisition Characteristics” with Sebastian Hohenberg
8. “Coalition Partner Cross-Effect Estimation with Missing Data”.
9. “Drivers of Pro-social Behavior: Application with Paper for Water” with Mili Mormann.
10. “Causal Modeling with Big Data” with Rico Bumbaca.

Invited Presentations

- Symposium on Artificial Intelligence in Marketing, University of Madison, Wisconsin, 2025
- 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

Media Coverage

- KSFR Radio – The Untold Score: Sports Betting’s Toll on Society
- USA Today – Gamblers are 'screaming from rooftops' over obscure provision in Trump's big bill
- Bloomberg – Sports Betting Apps Are Even More Toxic Than You Thought
- Fortune – Costco’s former CFO on ‘when, not if’ the \$60 membership fee will go up: ‘It’s not some big analytical formula’

- CFO Brew – More companies are noting the growing costs of loyalty programs

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)
 - Data Driven 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