

# YANG LI 李洋

## CONTACT INFORMATION

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## ACADEMIC POSITIONS

Cheung Kong Graduate School of Business, Beijing, China  
Associate Professor of Marketing (untenured), 2016 – Present  
Assistant Professor of Marketing, 2012 – 2016

## EDUCATION BACKGROUND

Columbia University, New York, NY  
Ph.D., Marketing, 2012  
M.Phil., Marketing, 2012  
M.S., Biomedical Engineering, 2007  
  
Peking University, Beijing, China  
B.S., Electronics Science, 2005

## RESEARCH INTEREST

Big Data Methods    Bayesian Nonparametrics    Machine Learning    Choice Modeling  
Pricing Strategy    Retail Optimization    Social Networks

## RESEARCH WORKS

“Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis,” Brett Gordon, Avi Goldfarb and Yang Li, *Journal of Marketing Research*, 2013, 50(1), Lead Article

“A Bayesian Semiparametric Approach for Endogeneity and Heterogeneity in Choice Models,” Yang Li and Asim Ansari, *Management Science*, 2014, 60(5), 1161-1179

“An Empirical Study of National vs. Local Pricing by Chain Stores under Competition,” Yang Li, Brett Gordon and Oded Netzer, *Marketing Science*, 2018, 37(5), 812-837

“Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach,” Asim Ansari, Yang Li and Jonathan Z. Zhang, *Marketing Science*, 2018, 37(6), 987-1008

“Big Data: Methods and Case Studies,” in *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Eds. Natalie Mizik and Dominique M. Hanssens, Edward Elgar Publishing, 2018

“Modeling Dynamic Heterogeneity using Hierarchical Gaussian Processes,” Ryan Dew, Yang Li and Asim Ansari, under review

“Stochastic Variational Bayesian Inference for Big Data Marketing Models,” Yang Li and Asim Ansari, under review

“Functional Analyses of Conversational Dynamics,” Yang Li, Grant Packard and Jonah Berger

“Targeting across Commerce and Finance: Purchases and Investments on Internet Platform,” Yang Li, Xiaojing Dong and Xiaosong Dong

“Holidays are Not Dummies: A Structural Model of Seasonality,” Yang Li and Oded Netzer

“Models of Weighted Social Networks: Disentangling the Incidence and Intensity of a Relationship,” Yang Li and Florian Stahl

“Modeling Category Captain Management with Dynamics and Demand Uncertainty,” Yang Li and Oded Koenigsberg

AD-HOC  
REVIEWER

Marketing Journals:  
Management Science      Journal of Marketing Research      Marketing Science  
Quantitative Marketing and Economics

Other Field Journals:  
Operations Research      Production and Operations Management  
Journal of the American Statistical Association

INVITED  
PRESENTATIONS

McGill University (May 2019)  
CMU Conference on Digital Marketing and Machine Learning, Pittsburgh (Dec 2018)  
Winter AMA Conference, New Orleans (Feb 2018)  
Forms Conference, University of Texas Dallas (Mar 2017)  
University of Colorado, Boulder (Dec 2016)  
Big Data Marketing Analytics, University of Chicago (Sep 2016)  
Marketing Science Conference, Shanghai (Jun 2016)  
IDC, Israel (Nov 2015)  
Ben-Gurion University (Nov 2015)  
McGill University (Aug 2015)  
AMA ART Forum, San Diego (Jun 2015)  
University of Mannheim (Jun 2015)  
University of Wisconsin, Madison (May 2015)  
University of Texas, Dallas (Feb 2015)  
Big Data Marketing Analytics, University of Chicago (Oct 2014)  
Marketing Science Conference, Atlanta (Jun 2014)  
Fudan University, Shanghai (May 2014)  
London Business School (Feb 2014)  
Chinese University of Hong Kong (Jan 2014)  
Shanghai University of Finance and Economics (Nov 2013)  
Annual Conference of China Marketing Science (Aug 2012)  
INFORMS International Conference (Jun 2012)  
Marketing Science Conference, Boston (Jun 2012)  
London Business School (May 2012)  
University of Zurich (May 2012)  
Tsinghua University, China (Nov 2011)  
Saint Petersburg State University (Oct 2011)  
Wharton School, University of Pennsylvania (Oct 2011)  
Cheung Kong Graduate School of Business, New York (Oct 2011)  
University of Pittsburgh (Oct 2011)  
Peking University, China (Sep 2011)  
Singapore Management University (Sep 2011)  
Erasmus University Rotterdam (Sep 2011)  
Columbia University (Sep 2011)  
Marketing Science Conference, Cologne, Germany (Jun 2010)

TEACHING  
EXPERIENCES

EMBA, CKGSB, 2016–present  
Marketing Management (Core)

Executive Education, CKGSB, 2013–present  
Big Data Innovations      Internet Marketing      Social Strategies

MBA, CKGSB, 2012–present  
Marketing Management (Core)      Marketing Research      Statistics for Managers (Core)

MEDIA  
COVERAGES

“Explaining Proof of Work in Blockchain Technology,” *Financial Times*, Feb 6, 2018  
“Baidu’s Ad business may crack under student’s cancer death,” *Forbes*, May 5, 2016  
“Chinese probe casts chill over baidu’s advertising business,” *Bloomberg*, May 3, 2016  
“Big data behind the supply side reform,” *Toutiao*, Mar 24, 2016  
“Six keywords for Chinese business schools,” *International Finance*, Dec 28, 2015  
“BAT leading the big data revolution,” *Global Times*, Aug 25, 2015  
“The headache of Taobao villages,” *CCTV News*, Jul 25, 2015  
“Enterprise restructuring through big data,” *Shenzhen Daily*, Jul 17, 2015  
“Golf marketing: a social strategy,” *Sina*, Oct 9, 2014  
“Future of television: consumers are in control,” *CCTV News*, Apr 18, 2014  
“Sharing economy and O2O,” *iFeng News*, Apr 2, 2014  
“House of Cards: a success of digital marketing,” *Southern Weekly*, Feb 28, 2014  
“Ads are becoming more invisible,” *China Ad Network*, Aug 1, 2013  
“Marketing in big data age,” *Tencent*, May 23, 2013  
“The future of digital marketing,” *Sohu*, Mar 14, 2013  
“The business success of Lost in Thailand,” *Yicai*, Jan 25, 2013

PROGRAMMING  
SKILLS

C   C++   Python   Matlab   R   Mathematica   SAS   SQL   Stata   Assembly

PROFESSIONAL  
EXPERIENCES

Consultant at UNDP, United Nations, New York Headquarter      2007  
Electronics Engineer, School of Engineering, Columbia University      2005–2006  
Patent: “Imaging Method of Tissue Using Diffuse Optical Tomography with Digital Detection Involves Transmitting Recovered Tomographic Information in Digital Form to Host Computer for Display” (WO2009114852; US2010292569)