YANG LI   李洋

CONTACT INFORMATION

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ACADEMIC POSITIONS

Cheung Kong Graduate School of Business, Beijing, China

Associate Professor of Marketing, 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 INTERESTS

Statistical Machine Learning, Bayesian Nonparametrics, Scalable Optimization, Online Recommender, Text Mining, Retail Optimization

PUBLICATIONS

"Modeling Dynamic Heterogeneity using Gaussian Processes," Ryan Dew, Yang Li and Asim Ansari, *Journal of Marketing Research*, 2020, 57(1), 55-77

"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

"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

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

"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

WORKING PAPERS

"Conversational Dynamics: When Does Employee Language Matter?" Yang Li, Grant Packard and Jonah Berger, 2020, Under Review

"Music Playlist Contextualization and Personalization: A Bayesian Nonparametric Approach," Khaled Boughanmi and Yang Li, 2020

"Scalable and Interpretable B2B Product Recommendations using Bayesian Co-Clustering,"
Yang Li and Xugang Wang, 2019

"Stochastic Variational Bayesian Inference for Big Data Marketing Models," Yang Li and Asim
Ansari, 2019

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 Business & Economic Statistics
  Journal of the American Statistical Association

Invited
Presentations

University of British Columbia, Online (Oct 2020)
Xi'an Jiaotong University, Online (Jul 2020)
Marketing Science Conference, Online (Jun 2020)
University of Michigan, Online (Feb 2020)
Tongji University (Jan 2020)
Renmin University (Oct 2019)
CMAU Annual Conference (Jul 2019)
CMIC Annual Conference (Jul 2019)
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

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

Executive Education, CKGSB, 2013–present
  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 PyTorch Pyro Stan Matlab R Mathematica SAS SQL Stata Assembly

PROFESSIONAL EXPERIENCES

Independent Director, 360 Ludashi Holdings Limited, Chengdu   2018-Present

Independent Director, DR Holdings Limited, Shenzhen   2018-Present

Advisor, Correlation-One Inc., New York   2015-Present

Consultant, United Nations Development Programme, New York   2007
    Publication: "Creating Value for All: Strategies for Doing Business with The Poor,"
    United Nations Development Programme (2008)

Electronics Engineer, School of Engineering, Columbia University   2005–2006
    Patent: "Systems and Methods for Dynamic Imaging of Tissue Using Digital Optical
    Tomography," US Patent No. 9.037,216 (issued May 19, 2015)

    Publication: "Design of a Digital Optical Tomography System for Dynamic Breast Imaging," Yang Li, Andres M. Bur, Christopher J. Fong, Molly L. Flexman, Rabah A. Abdi,

Randall L. Barbour, and Andreas H. Hielscher, *Biomedical Optics*, Optical Society of America, 2008

Publication: "The Design and Characterization of A Digital Optical Breast Cancer Imaging System," Molly L. Flexman, Yang Li, Andres M. Bur, Christopher J. Fong, James M. Masciotti, Rabah A. Abdi, Randall L. Barbour, and Andreas H. Hielscher, *30th Annual International Conference of the IEEE Engineering in Medicine and Biology Society*, 2008, 3735-3738

Publication: "Dynamic Optical Tomographic Imager with Optimized Digital Lock-In Filtering," Joseph M. Lasker, James M. Masciotti, Yang Li, Christopher J. Fong, and Andreas H. Hielscher, *Diffuse Optical Imaging of Tissue*, 6629, Proceedings of SPIE-OSA Biomedical Optics, 2007