

FAN YANG

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ACADEMIC POSITION

University College London, UCL School of Management

Lecturer (Assistant Professor) of Marketing & Analytics

2025.06 - Present

London, UK

NEOMA Business School

Assistant Professor of Marketing

2022.08 - 2025.06

Reims, France

EDUCATION

University of British Columbia, Sauder School of Business

Ph.D. in Marketing

2022

Vancouver, Canada

Hong Kong University of Science and Technology

MPhil in Industrial Engineering and Logistics Management

2015

Hong Kong

Sun Yat-Sen University

B.S. in Mathematics and Applied Mathematics

2013

Guangzhou, China

RESEARCH INTERESTS

Substantive: Marketing Analytics, Causal Inference, Digital Marketing, Two-sided Markets.

Methodology: Statistical Models, Bayesian and Econometrics, Machine Learning, Structural Modeling.

WORKING PAPERS

Fan Yang, Yi Qian and Hui Xie, “Addressing Endogeneity Using a Two-stage Copula Generated Regressor Approach”.

- forthcoming at *Journal of Marketing Research*, NBER Working Paper No. 29708

<https://journals.sagepub.com/doi/10.1177/00222437241296453>

Fan Yang, Xixi Hu, Yi Qian and Hui Xie, “Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas”

- Manuscript in preparation for submission at top marketing Journals.

Fan Yang, “Vertical Product Differentiation in Two-Sided Markets: Evidence from a Ride-hailing Platform”

WORK IN PROGRESS

“Combining Gaussian copula-based endogeneity correction with instrumental variables: A hybrid approach.” with Rouven Haschka (Stage: simulation)

“Instrument-free Causal Machine Learning.” with Yi Qian and Hui Xie. (Stage: data application)

“Effect of Freight Subsidies on High Value and Expensive-to-ship Products: Evidence from an Online Shopping Platform” (Stage: writing)

CONFERENCE PRESENTATIONS

“Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas”

- presented at EMAC conference 2025, Madrid, Spain
- presented at INFORMS Marketing Science Conference 2024, Sydney, Australia
- presented at Marketing Dynamics Conference 2024, Santorini Island, Greece

“Addressing Endogeneity Using a Two-stage Copula Generated Regressor Approach”

- presented at INFORMS Marketing Science Conference 2023, Miami, FL, USA
- presented at EMAC Annual Conference 2023, Odense, Denmark

“Vertical Product Differentiation in Two-Sided Markets: Evidence from a Ride-hailing Platform”

- presented at UBC-UW Annual Marketing Conference 2021, Virtual Conference
- presented at INFORMS Marketing Science Conference 2020, Virtual Conference

“Effect of Freight Subsidies on High Value and Expensive-to-ship Products: Evidence from an Online Shopping Platform”

- Presented at INFORMS Marketing Science Conference 2018, Philadelphia, PA, USA

PROFESSIONAL ACTIVITIES

Referee

Journal of Econometrics

Dissertation Supervision - NEOMA Business School

supervise a group of 15 MSc students for dissertation

2022/2023/2024

TEACHING EXPERIENCE

Instructor, NEOMA Business School

- Consumer Intelligence (master), Course Evaluation: **3.6 / 4**
- Marketing Management (undergraduate), Course Evaluation: **3.3 / 4**

2022/2023/2024

2022/2023/2024

Instructor, University of British Columbia

- Introduction to Marketing (undergraduate), Course Evaluation: **4.2 / 5**

2019

HONORS & AWARDS

Dean Earle D MacPhee Memorial Fellowship

2016-2021

Sauder School of Business Graduate Award

2016-2021

Winter C K Choi Fellowship in Business Administration

2016

Full Postgraduate Studentship Award, HKUST

2013-2015

Honorable Mention, American Mathematical Contest in Modeling

2012

PROGRAMMING SKILLS

Language: R, Matlab, Mathematica, Julia, Python, C, C++, SQL, MySQL

Data Analytics Tool: Tableau, BigQuery, Google Cloud

INDUSTRY EXPERIENCE

Data Scientist Intern at BuildDirect, Vancouver, Canada

Jun-Sep, 2017