

Xixi Hu

2035 Main Mall, Vancouver, BC, Canada, V6T 2E5 | xixi.hu@sauder.ubc.ca | updated June 2025

RESEARCH INTERESTS

Substantive: health care marketing, innovation

Methodological: non-parametric and semi-parametric methods, causal inference

EDUCATION

PhD Candidate in Business Administration

UNIVERSITY OF BRITISH COLUMBIA
Vancouver, British Columbia, Canada

2018 - PRESENT
(22-24 on medical leave due to accident; fully recovered)

M.Sc. in Statistics

UNIVERSITY OF BRITISH COLUMBIA
Vancouver, British Columbia, Canada

2018

B.Sc. in Mathematics (with distinction)

UNIVERSITY OF WATERLOO
Waterloo, Ontario, Canada

2016

WORKING PAPERS

1. **Xixi Hu**, and Yi Qian. Do Health Outbreaks Fuel Innovation?

- Manuscript completed

2. **Xixi Hu**, Yi Qian, and Hui Xie. Correcting Endogeneity via Instrument-Free Two-Stage Nonparametric Copula Control Functions

- Under review at *Journal of Marketing Research*

- Paper available at <https://www.nber.org/papers/w33607>

3. 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 completed

4. **Xixi Hu**, Yi Qian, Yufei Zheng, Dongmun Ha and Hui Xie. Impact of Physician Preference on Medication Compliance: A Population-Based Panel Study.

- Winner of 2024 Dhillon Centre "Business for Social Good" Research Grant

- Manuscript completed

PUBLICATIONS

1. Boyi Hu, **Xixi Hu**, Hua Liu, Jinhong You and Jiguo Cao (2022). "Simultaneous Functional Quantile Regression". Accepted by *Statistica Sinica**. <https://doi.org/10.5705/ss.202021.0248>

* top field journal.

SCHOLARSHIPS & AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2022(Nominated); 2025(Conference)
President's Academic Excellence Initiative PhD Award	2018 - 2024
Winner of the PRIMA Institute Risk Management Challenge(\$10K prize, team of 3)	2016
Rene Descartes Scholarship	2011-2015
President's Scholarship	2011

CONTRIBUTED TALKS & PRESENTATIONS

Correcting Endogeneity via Instrument-Free Two-Stage Nonparametric Copula Control Functions

- 2025 UBC–UWashington Annual Marketing Conference 05/2025
- 2025 Marketing Science 06/2025

Do Health Outbreaks Fuel Innovation?

- 2025 AMA Winter Academic Conference (virtual) 02/2025
- 2024 Marketing Science 06/2024
- 2021 UBC–UWashington Annual Marketing Conference (virtual) 05/2021

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

- EMAC** 05/2025
- Marketing Dynamics Conference** 06/2024

Impact of Physician Preference on Medication Compliance: A Population-Based Panel Study

- 2025 Dhillon Centre's annual showcase 04/2025

CONFERENCES

- The Empirical and Theoretical Symposium for Canadian Marketing Strategy 2019, 2024
- NBER Summer Institute 07/2025

TEACHING EXPERIENCE

Instructor, University of British Columbia

- Marketing Management: class size: 48; evaluation 4.4/5 2021

Teaching Assistant, University of British Columbia

- MBA: Market Research, Creativity, Pricing Analytics, Data Driven Marketing
- Undergraduate: Designing Functional Programs, Elementary Statistics for Applications, Data Visualization and Business Analytics, Marketing Research

** denotes presentations given by co-authors.

PROFESSIONAL SERVICE

University-level Student Volunteer

University of British Columbia

- Co-chair of the UBC Sauder Women Scholars Program 2024-2025
- Co-president of the Ph.D. Student Society at Sauder School of Business 2019-2020
- Manager & Statistical Consultant, Short-Term Consulting Service 2017-2018

University of Waterloo

- VP Finance Mathematics Society 2012-2013

Ad-hoc Conference Volunteer

- The Empirical and Theoretical (ET) Symposium for Canadian Marketing Strategy 2019
- Joint Statistical Meetings (JSM) 2018

Ad-hoc Review: Journal of Marketing Research

Conference Session Chair: ISMS Marketing Science Conference, 2025

INDUSTRY EXPERIENCE

Actuarial Analyst

FAIRFAX FINANCIAL HOLDING INC. & THE RIVERSTONE GROUP (SUBSIDIARY)
Toronto, Ontario, Canada & Manchester, NH, United States

01/2015 - 08/2015 &
01/2014 - 08/2014

- Passed Actuarial Exam P, FM and MFE

References

Yi Qian (Co-Advisor)

Professor of Marketing
Sauder School of Business
University of British Columbia
yi.qian@sauder.ubc.ca
(604)-827-5154

Hui Xie (Co-Advisor)

Professor, Maureen and Milan Ilich/ Merck Chair in
Statistics for Arthritis and Musculoskeletal Diseases
Health Sciences
Simon Fraser University
xiehuix@sfu.ca
(778)-782-3290

Charles Weinberg

Professor of Marketing Emeritus
Sauder School of Business
University of British Columbia
charles.weinberg@sauder.ubc.ca
(604)-822-8327