

Yuxi Jin

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Education	Goethe University Frankfurt Ph.D. in Quantitative Marketing Advisor: Bernd Skiera	12/2019 -
	Tinbergen Institute, University of Amsterdam M.Phil. in Economics Major: Econometrics and Operations Research	09/2017 - 09/2019
	University of Amsterdam M.S. in Economics	09/2016 - 08/2017
	Beijing Normal University B.S. in Economics Minor in English Language and Literature	09/2012 - 06/2016
Research Interests	Data Privacy and Regulation, Online Advertising, Cross-Cultural Analysis	
Publications	The Impact of the General Data Protection Regulation on the Online Advertising Market <i>Book</i> with Bernd Skiera, Klaus Miller, Lennart Kraft, René Laub, and Julia Schmitt	
	How Do Privacy Laws Impact the Value for Advertisers, Publishers and Users in the Online Advertising Market? A Comparison of the EU, US and China <i>Journal of Creating Value, forthcoming</i> with Bernd Skiera	
Working Papers	Standardized Consent for Personal Data Privacy with Bernd Skiera	
Conference Presentations	2022 Theory & Practice in Marketing Conference (Atlanta, USA)	
	Munich Summer Institute 2022 (Munich, Germany)	
	44th Annual INFORMS Society for Marketing Science Conference (Virtual)	
	Eighteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2022) (Madrid, Spain)	
	20th ZEW Conference on the Economics of Information and Communication Technologies (Mannheim, Germany)	
Scholarships and Grants	Amsterdam Merit Scholarship (Full tuition and €25000)	2017 - 2018
	Beijing Normal University Academic Scholarship	2012 - 2016
	Travel grant for visiting study at Harvard University	Winter 2015
	Beijing Normal University Summer Practice Grant	Summer 2014
	National University Student Innovation Program Grant	2013 - 2015

Research Experiences	Erasmus University Rotterdam	2018
	Assisted in cross-cultural research projects (Management Science) Constructed Hierarchical Bayes models, wrote concise research reports	
Teaching Experiences	Goethe University Frankfurt	2020 -
	Supervision of BSc theses in Marketing and Business	
	Tinbergen Institute	2018
	Statistics (TI MPhil Economics)	
Skills	Python, R, MATLAB, SQL, Stata	
Professional Experiences	BMW China Automotive Ltd.	12/2015 - 06/2016
	Intern, Finance and Controlling	
	SINA Corporation	11/2014 - 05/2015
	Intern Editor, Finance Channel	