GUANGXIN YANG

Room 510, Guanghua Building
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Beijing 100871, China

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Website: https://yximkt.github.io

EDUCATION

Peking University   Beijing, China
Ph.D. in Quantitative Marketing   2020 - 2026 *(expected)*
  Advisor: Prof. Qiaowei Shen, Yingjie Zhang

NYU Stern   New York, USA
Visiting Ph.D. Student   2023.9 - 2024.12
  Advisor: Prof. Xiao Liu

Central University of Finance and Economics   Beijing, China
B.A. in Management with Honor   2016 - 2020
  Minor: Big Data Analysis

RESEARCH INTEREST

Topics: Digital Platforms; Charitable Crowdfunding; UGC; Creator Economy

Methods: Causal Inference; Machine/Deep Learning (CV, NLP); Generative AI (LLMs)

JOB MARKET PAPER

1. Giving with Monetary or Network Capital? Evidence from A Field Experiment.

    Guangxin Yang, Qiaowei Shen

    AMA-Sheth Foundation Doctoral Consortium

PUBLICATIONS

2. Frontiers: Pirating Foes or Creative Friends? Effects of User-Generated Condensed Clips on Demand for Streaming Services. [Link]

    Guangxin Yang, Yingjie Zhang, Hongju Liu

    Marketing Science, 2024(3), Lead Article.

3. To Divide or Make the Cake: Role of Market Education from New Launches in the Sustainable Evolution of An Industry. (in Chinese) [Link]

    Guangxin Yang, Qiaowei Shen

    Jounal of Management Science, 2022(4), Lead Featured Article.

WORKING PAPERS

4. Hedging by Giving: Spiritual Insurance and Religious Donations. [Link]

    with Yu-Jane Liu, Juanjuan Meng, Dalin Sheng, Yu Zhang (equal contribution)

    Revise & Resubmit at *Journal of Financial and Quantitative Analysis* (Finance Top)

5. To Give or Not to Give Again: The Paradoxical Effects of Prior Donation Information.

    Guangxin Yang, Qiaowei Shen, Peng Shen [Draft Coming Soon]

WORK IN PROGRESS

The Value of Vision Comparisons for Charity: Evidence from A Million Images

Guangxin Yang, Xiao Liu, Qiaowei Shen

Visual Causal Alignment of Large Language Models (LLMs)

Guangxin Yang, Xiao Liu

Last updated: 2025 Sep.

Awards and Honors		
	AMA-Sheth Foundation Doctoral Consortium Fellow	2025
	ISMS Doctoral Consortium Fellow	2023, 2024
	National Scholarship (Top 1%, 30,000 RMB)	2023, 2024
	President's Scholarship, Highest Distinction at Peking University (70,000 RMB)	2023
	Credamo Scholarships (20,000 RMB)	2023
	JMS Annual Meeting Best Student Paper Award	2022
	CMAU Annual Meeting Best Student Paper Finalist	2021
	Outstanding Graduate in Beijing	2020
	Excellent Teaching Assistant	2021, 2022, 2023, 2025

Conference Presentations		
	AMA-Sheth Foundation Doctoral Consortium, Columbus, USA	2025
	Chinese Marketing Association Annual Conference, Jinan, China	2025
	The 46th ISMS Marketing Science Conference, Sydney, Australia	2024
	Marketing and the Creator Economy Conference, New York, USA	2023
	The 45th ISMS Marketing Science Conference, Miami, USA	2023
	Chinese Marketing Science Conference, Chongqing, China	2022
	Chinese Marketing Science Conference, Tianjin, China	2021
	Chinese Marketing Association Annual Conference, Xi'an, China	2021

Teaching Experience

TA: Teaching Assistant; *denotes Excellent Teaching Awards at PKU

Substantive

Pricing Strategy (in English)	Tutorial Instructor
Prof. Jagmohan Raju (from Wharton, UPenn)	Summer 2023
CUFE-Wharton EDP Program	
***Marketing Strategy (in English)**	TA
Prof. Haiyang Yang (from Johns Hopkins University)	Spring 2025
Global MBA Program, Core, Evaluation: 4.5/5	
***Marketing Management (in English)**	TA
Prof. Qiaowei Shen	Spring 2022
Global MBA Program, Core, Evaluation: 4.5/5	
***Marketing Research**	TA
Prof. Hongju Liu, MBA Core, Evaluation: 4.9/5	Spring 2021

Methodology

***Machine Learning & Artificial Intelligence**	Tutorial Instructor
Prof. Yingjie Zhang, Undergraduate Core	Fall 2021/2022
Recitations: Python & ML Algorithms	
***Machine Learning & Social Science Research**	Tutorial Instructor
Prof. Yingjie Zhang, Graduate Elective	Spring 2022/2023
Recitations & Design Problem Sets: Cover NLP, CV	
***Marketing Model I**	TA
Prof. Xing Li, Graduate Core	Spring 2022
Design Problem Sets: Cover Causal Identifications (DID/RD/IV/etc.)	

INDUSTRY EXPERIENCE	**WaterDrop Inc.** | Beijing, China	2023.1 - present
	Research Intern; Senior Data Scientist; PI for multiple research projects.	
	iQIYI | Beijing, China	2023.6 - 2023.8
	Research Intern; Data Scientist	

ACADEMIC SERVICES

Reviewing Committee for: *AMA Winter Academic Conference 2026*

Founder & Organizer: *Mostly Effortless Quantitative Marketing Group* [Link]

SELECTED GRADUATE COURSEWORK

Selective Courses at NYU Stern/Columbia Business School

Empirical Models in Marketing (CBS)	Oded Netzer
Quant Methods in Marketing (Stern)	Eitan Muller
Mathematical Models in Marketing (CBS)	Rajeev Kohli
Deep Learning (NYU)	LeCun Yann
Machine/Deep Learning in Business Research (Stern)	Xi Chen
Industrial Organization (Stern)	Chris Colon

Marketing/Quantitative Modeling

Marketing Models I & II	Xing Li; Ying Lei
Industrial Organization	Xing Li
Marketing Strategy & Special Topics in Marketing	Rui Wang; Guoqun Fu

Mostly Harmless Statistics

Advanced Econometrics	Jihai Yu
Applied Statistics & Advanced Techniques in Management Research	Minya Xu; Bobai Li
Bayesian Statistics in Marketing (THU)	Xiaojing Dong

Data Science/Unstructured Data Analysis

Distributed Statistical Computing	Feng Li
Deep Learning & Artificial Intelligence	Hansheng Wang
Computer Vision & Language (audition)	Yang Liu

Behavior/Psychology

Consumer Behavior I & II	Jing Xu; Phyliss Jia Gai
Experimental Design and Analysis	Zhi Liu

SKILLS

Languages: Chinese (Native), English (Proficient).

Programming: R, Python, Linux, Latex, SQL

REFERENCES

Qiaowei Shen (Chair)	**Yingjie Zhang**
Vice Dean, Professor of Marketing	Associate Professor of Marketing
Guanghua School of Management	Guanghua School of Management
Peking University	Peking University
qshen@gsm.pku.edu.cn	yingjiezhang@gsm.pku.edu.cn
Xiao Liu	**Hongju Liu**
Associate Professor of Marketing	Department Head, Professor of Marketing
Stern School of Business	Guanghua School of Management
New York University	Peking University
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