
GUANGXIN YANG(杨广鑫)

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Education

2020-Present Ph.D. Candidate in Marketing
Guanghua School of Management, Peking University.
2016-2020 B.A in Management with honor
School of Business, Central University of Finance and Economics.

Research Interest

UGC; Internet Marketing; Unstructured Data Analysis in Marketing; Social and Residential Mobility; Empirical Design; How Tech Shapes Society

Manuscripts under Review or Revision

杨广鑫, 沈俏蔚. “分糕还是做饼: 行业可持续演化中新品的市场教育作用”. 管理科学. Under 3rd round review.

Selected Work in Progress

Guangxin Yang, Yingjie Zhang, Hongju Liu (2022). “Tiktok: a filter” (in manuscripts)

Selected Conference Presentations

杨广鑫. “在线评论对社交媒体平台的音乐消费有影响吗? ——评论契合性及其作用机制研究”, 2021 CMAU 年会优秀论文 (8/130), 西安, 2021 年 7 月.

杨广鑫, 沈俏蔚, “分糕还是做饼: 行业可持续化中新品的市场教育作用”, 2021 JMS 年会, 上海, 2021 年 11 月.

Teaching Experience

Machine Learning and Artificial Intelligence, Yingjie Zhang (**undergraduate elective, Outstanding Teaching Assistant**, Fall 2021).

Marketing Model I, Xing Li (**graduate core**, Teaching Assistant, Spring 2022)

Machine Learning and Social Science Research, Yingjie Zhang (**graduate elective**, Teaching Assistant, Spring 2022).

Marketing Research, Hongju Liu (**MBA core, Outstanding Teaching Assistant**, Spring 2021)

Marketing Management, Qiaowei Shen (**Global-MBA core**, Teaching Assistant, Spring

2022)

Doctoral Courses Attended

Marketing & Quantitative Modeling:

Marketing Models I&II, Xing Li and Ying Lei, at Peking University
Industrial Organization, Xing Li, at Peking University
Marketing Strategy, Rui Wang, at Peking University
Special Topics in Marketing, Guoqun Fu, at Peking University

Mostly Harmless Statistics:

Advanced Econometrics, Jihai Yu, at Peking University
Applied Statistics, Minya Xu, at Peking University
Advanced Techniques in Management Research, Bobai Li, at Peking University

Data Science and Unstructured Data Analysis:

Distributed Statistical Computing, Feng Li, at Peking University
Deep Learning and Artificial Intelligence, Hansheng Wang, at Peking University
Computer Vision and Language (audition), Yang Liu, at Peking University

Behavior & Psychology:

Consumer Behavior I&II, Jing Xu and Phyliss Jia Gai, at Peking University
Experimental Design and Analysis, Zhi Liu, at Peking University

Skills

Fluent in R
A slow learner in Python & Linux & Spark & Latex
Struggling in unstructured-data analysis

Personal

A Marketing PhD on the way to A Data and Behavioral Scientist

Dancing: hip hop and urban; Swimming; Chinese Sanda
Acappella; Stand-up Comedy

Inspiration

Fang Wang
Qiaowei Shen
Yingjie Zhang
Hadley Wickham