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## GUANGXIN YANG(杨广鑫)

Department of Marketing  
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### Education

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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

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

### Manuscripts under Review or Revision

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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 3<sup>rd</sup> round review.

### Selected Work in Progress

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

### Selected Conference Presentations

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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

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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

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2022)

## **Doctoral Courses Attended**

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### **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**

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

## **Personal**

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

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

## **Inspiration**

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**Fang Wang**  
**Qiaowei Shen**  
**Yingjie Zhang**  
**Hadley Wickham**