

GUANGXIN YANG

Room 510, Guanghua Building
5 Yiheyuan Road, Haidian
Beijing 100871, China

Mobile: (+86)-189-8924-5365
Email: ygx@stu.pku.edu.cn
Website: <https://yximkt.github.io>

EDUCATION

Peking University

Ph.D. in Marketing

Advisor: Qiaowei Shen, Yingjie Zhang

2020 - 2026 (Expected)

Stern School of Business, New York University

Visiting Ph.D.

Advisor: Xiao Liu

Sep 2023 - Dec 2024

Central University of Finance and Economics

B.A in Management, with Honor

2016 - 2020

RESEARCH INTEREST

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

Method: Causal Inference; Machine/Deep Learning; Unstructured Data(CV, NLP); Large Language Models(LLMs)

JOB MARKET PAPER

Guangxin Yang, Qiaowei Shen. Giving with Monetary or Network Capital? Evidence from A Field Experiment

- AMA-Sheth Foundation Doctoral Consortium, OH, USA, 2025

PUBLICATIONS

Guangxin Yang, Yingjie Zhang, Hongju Liu (2024). Frontiers: Pirating Foes or Creative Friends? Effects of User-Generated Condensed Clips on Demand for Streaming Services. *Marketing Science*, 43(3). (Lead Article)

- **Conference Presentations:**

Best Student Paper Award, JMS, Chongqing, China, 2022

ISMS Marketing Science Conference, Miami, FL, USA, 2023

Marketing and the Creator Economy Conference, New York, NY, USA, 2023

- **Industry Presentations:** iQIYI (2023, Beijing), Youku (2024, Beijing, online)

Guangxin Yang, Qiaowei Shen (2022). To Divide or Make the Cake: Role of Market Education from New Launches in the Sustainable Evolution of An Industry. *Journal of Management Science*, 2022(4). (Lead Featured Article, in Chinese)

- **Conference Presentations:** JMS 2021; AOM China Annual Meeting, 2021

WORKING PROJECTS

Yu-Jane Liu, Juanjuan Meng, Dalin Sheng, **Guangxin Yang**, Yu Zhang (2025). Hedging by Giving: Spiritual Insurance and Religious Donations. (Equal contribution) **Revise & Resubmit** at *Journal of Financial and Quantitative Analysis*

Guangxin Yang, Qiaowei Shen, Peng Shen(2025). To Give or Not to Give Again: The Paradoxical Effects of Prior Donation Information

- **Conference Presentations:**

ISMS Marketing Science Conference, Sydney, Australia, 2024

CMAU, Jinan, Shandong, China, 2025

WORK IN PROGRESS

Guangxin Yang, Xiao Liu, Qiaowei Shen(2025).The Value of Vision Comparisons for Charity: Evidence from A Million Images

Guangxin Yang, Xiao Liu (2025). Visual Causal Alignment of Large Language Models (LLMs)

HONORS AND AWARDS

- 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) - June, 2023
- Credamo Scholarships (20,000 RMB)- June, 2023
- JMS Annual Meeting Best Student Paper Award - December, 2022
- CMAU Annual Meeting Best Student Paper Finalist - July, 2021
- Outstanding Graduate in Beijing - June, 2020
- Excellent Teaching Assistant - 2021, 2022, 2023

INDUSTRY EXPERIENCES

WaterDrop

Research Intern; Senior Data Scientist

2023 - Now
onsite/mixed

iQIYI

Data Scientist Intern

2023
onsite

TEACHING EXPERIENCE

Substantive

Pricing Strategy (in English)

Prof. Jagmohan Raju (from Wharton, Upenn)

Tutorial Instructor
Summer 2023

Marketing Strategy (in English)

Prof. Haiyang Yang (from Johns Hopkins University)

Teaching Assistant (TA)
Spring 2025

Marketing Management (in English)

Prof. Qiaowei Shen (MBA Core)

TA
Spring 2022

Marketing Research

Prof. Hongju Liu (MBA Core)

TA
Spring 2021

Methodology

Machine Learning & Artificial Intelligence

Prof. Yingjie Zhang (Undergraduate Core)

Tutorial Instructor/ TA
Fall 2021/2022

- **Recitations:** Python & ML Algorithms

Machine Learning & Social Science Research

Prof. Yingjie Zhang (Graduate Elective)

Tutorial Instructor/ TA
Spring 2022/2023

- **Recitations & Design Project:** Natural Language Processing

Marketing Model I

Prof. Xing Li (Graduate Core)

TA
Spring 2022

- **Design Problem Sets:** cover causal identifications (DID/RD/IV/etc.) and applications

SERVICE WORK

- Reviewing Committee for AMA Winter Academic Conference 2026

DOCTORAL COURSES TAKEN

- **Selective Course Taken at NYU/ColumbiaU:**

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

- **Marketing/Quantitative Modeling:**

Marketing Models I&II; Industrial Organization; Marketing Strategy; Special Topics in Marketing

- **Mostly Harmless Statistics:**

Advanced Econometrics; Applied Statistics; Advanced Techniques in Management Research

- **Data Science/Unstructured Data Analysis:**

Distributed Statistical Computing; Deep Learning & Artificial Intelligence; Computer Vision & Language (audition)

- **Behavior/Psychology:**

Consumer Behavior I&II; Experimental Design and Analysis

SKILLS SUMMARY

- **Coding:** R, Python, Linux, Spark, Latex, SQL
- **Language:** English (Professional); Chinese (Native)

REFERENCES

Qiaowei Shen (Chair)

Vice Dean, Professor of Marketing
Guanghua School of Management
Peking University
qshen@gsm.pku.edu.cn

Xiao Liu

Associate Professor of Marketing
Stern School of Business
New York University
xliu@stern.nyu.edu

Yingjie Zhang

Associate Professor of Marketing
Guanghua School of Management
Peking University
yingjiezhang@gsm.pku.edu.cn

Hongju Liu

Department Head, Professor of Marketing
Guanghua School of Management
Peking University
hliu@gsm.pku.edu.cn