

GUANGXIN YANG

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

Mail: ygx@stu.pku.edu.cn
Website: <https://yximkt.github.io>

EDUCATION	Peking University <i>Ph.D. in Quantitative Marketing</i> Advisor: Prof. Qiaowei Shen, Yingjie Zhang	Beijing, China 2020 - 2026 (<i>expected</i>)
	NYU Stern <i>Visiting Ph.D. Student</i> Advisor: Prof. Xiao Liu	New York, USA 2023.9 - 2024.12
	Central University of Finance and Economics <i>B.A. in Management with Honor</i> Minor: Big Data Analysis	Beijing, China 2016 - 2020
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 <i>Marketing Science</i> , 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 <i>Journal of Management Science</i> , 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 <i>Journal of Financial and Quantitative Analysis</i>	
	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	

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	Substantive	
	Pricing Strategy (in English) Summer 2023	Tutorial Instructor
	Prof. Jagmohan Raju (from Wharton, UPenn)	
	CUFE-Wharton EDP Program	
	*Marketing Strategy (in English) Spring 2025	Teaching Assistant (TA)
	Prof. Haiyang Yang (from Johns Hopkins University)	
	Global MBA Program, Core, Evaluation: 4.5/5	
	*Marketing Management (in English) Spring 2022	TA
	Prof. Qiaowei Shen	
	Global MBA Program, Core, Evaluation: 4.5/5	
*DENOTES TEACHING AWARDS AT PKU	*Marketing Research Spring 2021	TA
	Prof. Hongju Liu, MBA Core, Evaluation: 4.9/5	
	Methodology	
	*Machine Learning & Artificial Intelligence Fall 2021/2022	
	Prof. Yingjie Zhang, Undergraduate Core	Tutorial Instructor
	Recitations: Python & ML Algorithms	
	*Machine Learning & Social Science Research Spring 2022/2023	
	Prof. Yingjie Zhang, Graduate Elective	Tutorial Instructor
	Recitations & Design Problem Sets: Cover NLP, CV	
	*Marketing Model I Spring 2022	TA
INDUSTRY EXPERIENCE	Prof. Xing Li, Graduate Core	
	Design Problem Sets: Cover Causal Identifications (DID/RD/IV/etc.)	
	WaterDrop Inc. Beijing, China	2023.01 - present
	Research Intern; Senior Data Scientist; PI for multiple research projects.	
	iQIYI Beijing, China	2023.06 - 2023.8
	Research Intern; Data Scientist	

**ACADEMIC
SERVICES**

Reviewing Committee for: *AMA Winter Academic Conference 2026*
Founder & Organizer: *Most 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
Deep Learning & Artificial Intelligence	Hansheng Wang
Experimental Design and Analysis	Zhi Liu

SKILLS

Languages: Chinese (Native), English (Proficient).
Programming: R, Python, Linux, Latex, SQL

REFERENCES

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