

YANG LI

Contact Information	Cheung Kong Graduate School of Business Oriental Plaza, Tower E2, Room 211 1 East Chang An Avenue Beijing 100738, China	+86-10-85188858-3811 (office) yangli@ckgsb.edu.cn www.ckgsb.edu.cn		
Academic Positions	Cheung Kong Graduate School of Business, Beijing, China Assistant Professor of Marketing, Jul 2012 – present Department of Systems Engineering, Chinese University of Hong Kong Visiting Professor, Apr 2016 – Jun 2016			
Education Background	Columbia University, New York, NY Ph.D., Marketing, 2012 M.Phil., Marketing, 2012 M.S., Biomedical Engineering, 2007 Peking University, Beijing, China B.S., Electronics Science, 2005			
Research Interest	Big Data Models Pricing Strategy	Bayesian Nonparametrics Retail Optimization	Machine Learning Social Networks	Choice Modeling
Publications	“A Bayesian Semiparametric Approach for Endogeneity and Heterogeneity in Choice Models” with Asim Ansari, Management Science, 2014, 60(5), 1161-1179 “Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis” with Brett Gordon and Avi Goldfarb, Journal of Marketing Research, 2013, 50(1), Lead Article			
Working Papers	“Stochastic Variational Bayesian Inference for Big Data Marketing Models” with Asim Ansari and Jonathan Z. Zhang, under 2nd round review at Journal of Marketing Research “An Empirical Study of National vs. Local Pricing under Multimarket Competition” with Brett Gordon and Oded Netzer, invited revision at Marketing Science “Variational Bayesian Analyses for Massive Choice Data” with Asim Ansari, to be submitted to Psychometrika “Gaussian Process Mixture Models for Consumer Preference Evolution” with Ryan Dew, to be submitted to Journal of Marketing Research “Holidays are Not Dummies: A Structural Model of Seasonality” with Oded Netzer and Vithala Rao “Models of Weighted Social Networks: Disentangling the Incidence and Intensity of a Relationship” “Modeling Category Captain Management with Dynamics and Demand Uncertainty”			

Book Chapter	“Big Data: Methods and Case Studies,” Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support, edited by Natalie Mizik and Dominique M. Hanssens, 2016		
Ad-Hoc Reviewer	Marketing Journals: Management Science Journal of Marketing Research Quantitative Marketing and Economics		Marketing Science
	Other Field Journals: Operations Research Production and Operations Management Journal of the American Statistical Association		
Invited Seminar Presentations	University of Colorado, Boulder (Dec 2016, scheduled) IDC, Israel (Nov 2015) Ben-Gurion University (Nov 2015) McGill University (Aug 2015) AMA ART Forum, San Diego (Jun 2015) University of Mannheim (Jun 2015) University of Wisconsin, Madison (May 2015) University of Texas, Dallas (Feb 2015) Big Data Analytics, University of Chicago (Oct 2014) London Business School (Feb 2014) Chinese University of Hong Kong (Jan 2014) London Business School (May 2012) University of Zurich (May 2012) Saint Petersburg State University (Oct 2011) Wharton School, University of Pennsylvania (Oct 2011) University of Pittsburgh (Oct 2011) Singapore Management University (Sep 2011) Erasmus University Rotterdam (Sep 2011)		
Teaching Experiences	Executive Education, CKGSB, 2013–present Big Data Innovations Internet Marketing Average Rating = 4.5/5		Social Strategies
	MBA, CKGSB, 2012–present Marketing Management Statistics for Managers Average Rating = 4.8/5	Marketing Research	DCP Projects
School Services	Program related: EMBA/EE/FMBA/MBA Promotion Speeches EMBA/FMBA/MBA Thesis Oral Defence		EMBA/EE Enrollment Interviews EMBA/FMBA/MBA Thesis Supervision
	School related: School Promotion Speeches EQUIS/AACSB Accreditation Committee		Provincial Alumni Association Speeches
Media Coverages	“Baidu’s Ad business may crack under student’s cancer death,” Forbes, May 5, 2016 “Chinese probe casts chill over baidu’s advertising business,” Bloomberg, May 3, 2016 “Big data behind the supply side reform,” Toutiao, Mar 24, 2016 “Six keywords for Chinese business schools,” International Finance, Dec 28, 2015		

“BAT leading the big data revolution,” Global Times, Aug 25, 2015
“The headache of Taobao villages,” CCTV News, Jul 25, 2015
“Enterprise restructuring through big data,” Shenzhen Daily, Jul 17, 2015
“Golf marketing: a social strategy,” Sina, Oct 9, 2014
“Future of television: consumers are in control,” CCTV News, Apr 18, 2014
“Sharing economy and O2O,” iFeng News, Apr 2, 2014
“House of Cards: a success of digital marketing,” Southern Weekly, Feb 28, 2014
“Ads are becoming more invisible,” China Ad Network, Aug 1, 2013
“Marketing in big data age,” Tencent, May 23, 2013
“The future of digital marketing,” Sohu, Mar 14, 2013
“The business success of Lost in Thailand,” Yicai, Jan 25, 2013

Programming Skills

C C++ Python Matlab R Mathematica SAS SQL Stata Assembly

Professional Experiences

Consultant at UNDP, United Nations, New York Headquarter 2007
Publication: “Creating Value for All: Strategies for Doing Business with The Poor” United Nations Development Programme (2008)

Electronics Engineer, School of Engineering, Columbia University 2005–2006
Publication: “The Design and Characterization of A Digital Optical Breast Cancer Imaging System,” IEEE Engineering in Medicine and Biology Society (2008)

Patent: “Imaging Method of Tissue Using Diffuse Optical Tomography with Digital Detection Involves Transmitting Recovered Tomographic Information in Digital Form to Host Computer for Display” (WO2009114852; US2010292569)

Honors and Awards

Luxury Education Foundation Scholarship, Columbia University	2012
AMA Sheth Foundation Doctoral Consortium Fellowship	2011
Eugene M. Lang Research Grant, Columbia Business School	2011
2011 Univ. Houston Doctoral Symposium School Representative	2011
Columbia-Duke-UCLA Quant Marketing Workshop Funding	2010
Ryoichi Sasakawa Young Leaders Fellowship, Columbia University	2010
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Full Graduate Fellowship, Columbia University	2005–2012
Best Bachelor Thesis Award, Peking University	2005
Honeywell Scholarship	2004
Wusi Scholarship, Peking University	2003
General Electric Company Scholarship	2002