

# YANG LI 李洋

(updated May 2021)

## CONTACT INFORMATION

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## ACADEMIC POSITIONS

Cheung Kong Graduate School of Business, Beijing, China  
Associate Professor of Marketing, 2016 – Present  
Assistant Professor of Marketing, 2012 – 2016

Department of Systems Engineering, Chinese University of Hong Kong  
Visiting Professor, Jan 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 INTERESTS

Statistical Machine Learning, Bayesian Nonparametrics, Scalable Optimization, Online Recommender, Text Mining, Choice Modeling

## PUBLICATIONS

“Modeling Dynamic Heterogeneity using Gaussian Processes,” Ryan Dew, Asim Ansari and Yang Li, *Journal of Marketing Research*, 2020, 57(1), 55-77  
— Finalist, 2021 Paul E. Green Best Paper Award

“Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach,” Asim Ansari, Yang Li and Jonathan Z. Zhang, *Marketing Science*, 2018, 37(6), 987-1008

“Big Data Analytics,” in *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Eds. Natalie Mizik and Dominique M. Hanssens, Edward Elgar Publishing, 2018

“An Empirical Study of National vs. Local Pricing by Chain Stores under Competition,” Yang Li, Brett Gordon and Oded Netzer, *Marketing Science*, 2018, 37(5), 812-837

“A Bayesian Semiparametric Approach for Endogeneity and Heterogeneity in Choice Models,” Yang Li and Asim Ansari, *Management Science*, 2014, 60(5), 1161-1179

“Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis,” Brett Gordon, Avi Goldfarb and Yang Li, *Journal of Marketing Research*, 2013, 50(1), 4-23  
— Lead Article

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WORKING  
PAPERS

“Conversational Dynamics: Discovering When Employee Language Matters?” Yang Li, Grant Packard and Jonah Berger, 2021, under review

“Music Playlist Contextualization and Personalization: A Bayesian Nonparametric Approach,” Khaled Boughanmi, Yang Li and Asim Ansari, 2021

“Stochastic Variational Bayesian Inference for Big Data Marketing Models,” Yang Li and Asim Ansari, 2019

“Scalable and Interpretable B2B Product Recommendations using Bayesian Co-Clustering,” Yang Li and Xugang Wang, 2021

“Modeling Conversational Dynamics using Riemannian Functional Data Analysis”

PUBLICATIONS  
IN ENGINEERING

“Design of a Digital Optical Tomography System for Dynamic Breast Imaging,” Yang Li, Andres M. Bur, Christopher J. Fong, Molly L. Flexman, Rabah A. Abdi, Randall L. Barbour, and Andreas H. Hielscher, *Biomedical Optics*, Optical Society of America, 2008

“The Design and Characterization of A Digital Optical Breast Cancer Imaging System,” Molly L. Flexman, Yang Li, Andres M. Bur, Christopher J. Fong, James M. Masciotti, Rabah A. Abdi, Randall L. Barbour, and Andreas H. Hielscher, *30th Annual International Conference of the IEEE Engineering in Medicine and Biology Society*, 2008, 3735-3738

“Dynamic Optical Tomographic Imager with Optimized Digital Lock-In Filtering,” Joseph M. Lasker, James M. Masciotti, Yang Li, Christopher J. Fong, and Andreas H. Hielscher, *Diffuse Optical Imaging of Tissue*, 6629, Proceedings of SPIE-OSA Biomedical Optics, 2007

PATENTS

“Systems and Methods for Dynamic Imaging of Tissue using Digital Optical Tomography,” US Patent No. 9,037,216B2 (issued May 19, 2015)

AD-HOC  
REVIEWER

Marketing Science  
Journal of Marketing Research  
Management Science  
Journal of the American Statistical Association  
Operations Research  
Quantitative Marketing and Economics  
Production and Operations Management  
Journal of Business & Economic Statistics  
Oxford Bulletin of Economics and Statistics

INVITED  
PRESENTATIONS

Hong Kong University of Technology and Science, Online (scheduled Jun 2021)  
City University of Hong Kong, Online (Mar 2021)  
Nanyang Technological University, Online (Mar 2021)  
University of British Columbia, Online (Oct 2020)  
Xi’an Jiaotong University, Online (Jul 2020)  
Marketing Science Conference, Online (Jun 2020)  
University of Michigan, Online (Feb 2020)  
Tongji University (Jan 2020)  
Renmin University (Oct 2019)

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CMAU Annual Conference (Jul 2019)  
CMIC Annual Conference (Jul 2019)  
McGill University (May 2019)  
CMU Conference on Digital Marketing and Machine Learning, Pittsburgh (Dec 2018)  
Winter AMA Conference, New Orleans (Feb 2018)  
Peking University, China (Apr 2017)  
FORMS Conference, University of Texas Dallas (Mar 2017)  
University of Colorado, Boulder (Dec 2016)  
Big Data Marketing Analytics, University of Chicago (Sep 2016)  
Marketing Science Conference, Shanghai (Jun 2016)  
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 Marketing Analytics, University of Chicago (Oct 2014)  
Marketing Science Conference, Atlanta (Jun 2014)  
Fudan University, Shanghai (May 2014)  
London Business School (Feb 2014)  
Chinese University of Hong Kong (Jan 2014)  
Shanghai University of Finance and Economics (Nov 2013)  
Annual Conference of China Marketing Science (Aug 2012)  
INFORMS International Conference (Jun 2012)  
Marketing Science Conference, Boston (Jun 2012)  
London Business School (May 2012)  
University of Zurich (May 2012)  
Tsinghua University, China (Nov 2011)  
Saint Petersburg State University (Oct 2011)  
Wharton School, University of Pennsylvania (Oct 2011)  
Cheung Kong Graduate School of Business, New York (Oct 2011)  
University of Pittsburgh (Oct 2011)  
Peking University, China (Sep 2011)  
Singapore Management University (Sep 2011)  
Erasmus University Rotterdam (Sep 2011)  
Columbia University (Sep 2011)  
Marketing Science Conference, Cologne (Jun 2010)

TEACHING  
EXPERIENCES

EMBA, CKGSB, 2016–present  
Marketing Management (Core)

Executive Education, CKGSB, 2013–present  
Marketing Management      Internet Marketing      Social Strategies

MBA, CKGSB, 2012–present  
Marketing Management (Core)      Marketing Research      Statistics for Managers (Core)

CASES

“China Brands Group: Commercialization of an IP Branding Platform,” Yang Li and Yunhai Zhu (2018-8-1-392-1)

(updated May 2021)

“Haier: Customer-Driven Digital Transformation,” Yang Li and Di Deng (2016-3-1-353-1)

PROGRAMMING  
SKILLS

C, C++, Python, PyTorch, Pyro, Stan, Matlab, R, Mathematica, SAS, SQL, Stata, Assembly