QI YU

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Academic Appointments

Singapore Management University, Lee Kong Chian School of Business

Assistant Professor of Marketing   July 2021-

Education

University of Pennsylvania, Philadelphia, PA

Ph.D. in marketing   2021

Tsinghua University, Beijing, China

M.A. in Economics   2016
B.A. in Economics   2014

Research Overview

Substantial: Quantitative Marketing, Competitive Strategies in Retailing, Assortment Management, Subscriptions

Methodological: Bayesian Models, Causal Inference, Machine Learning

Working Papers

"The Impact of Subscription Programs on Customer Purchases," with Raghu Iyengar and Young-Hoon Park, revise and resubmit at *Journal of Marketing Research*

"The Dark Side of Category Expansion: Will Existing Ones Pay the Price," with Ron Berman and Eric Bradlow, submitted

"Does Privatization Lead to Lower Prices: Evidence from the State of Washington's Liquor Markets," with Ron Berman and Eric Bradlow

Work in Progress

"A Low-dimension Shrinkage Approach to Choice-based Conjoint Estimation," with Yupeng Chen and Raghu Iyengar

"Cross-platform Subscription Programs," with Meng Li and Gaoyang Cai

Invited Talks

City University of Hong Kong, October 2020

Chinese University of Hong Kong, October 2020

National University of Singapore, October 2020

Bocconi University, September 2020

Singapore Management University, September 2020

Conference Presentations

"Estimating Price Elasticity when Product Assortment Changes,"
    ISMS Marketing Science Conference 2019, Rome, Italy

"The Impact of Subscription Programs on Customer Purchases,"
    ISMS Marketing Science Conference 2018, Philadelphia, PA
    ISMS Marketing Science Conference 2017, Los Angeles, CA

Grants, Scholarships and Awards

Baker Center Ph.D. Research Grant, The Wharton School	2019
ISMS Doctoral Consortium Fellow	2019
Doctoral Fellowship, the Wharton School	2016-2021
Guanghua First-Class Scholarship, Tsinghua University	2015

Teaching

Singapore Management University

Instructor, Marketing	Fall 2021 (scheduled)

The Wharton School, University of Pennsylvania

TA, Marketing Analytics	Spring 2021
TA, Data and Analysis for Marketing Decisions	Fall 2019, Spring 2019, Spring 2018, Fall 2017
TA, Models for Marketing Strategy	Fall 2018, Fall 2017