

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 Interests

Quantitative Marketing, Customer Loyalty, Online Retailing, Subscriptions

Publications

1. Iyengar, Raghu, Park, Young-Hoon, & Yu, Qi (2022). The Impact of Subscription Programs on Customer Purchases. *Journal of Marketing Research*, 59(6), 1101–1119.

Working Papers & Work in Progress

2. “The Dark Side of Category Expansion: Will Existing Ones Pay the Price,” with Ron Berman and Eric Bradlow, revising for resubmission
3. “Does Privatization Lead to Lower Prices: Evidence from the State of Washington’s Liquor Markets,” with Ron Berman and Eric Bradlow
4. “An Affine Subspace Shrinkage Approach to Choice-based Conjoint Estimation,” with Yupeng Chen and Raghu Iyengar
5. “Cross-platform Subscription Programs,” with Meng Li and Gaoyang Cai

Grants, Scholarships and Awards

Singapore Ministry of Education Academic Research Fund Tier 1 Grant	2021
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 (Undergraduate Core)	2021-2022
Instructor, Pro-Seminar (PhD Elective)	2021

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

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

Service

Singapore Management University

Faculty Search Interviewer & Host (2021, 2022)

Professional Service

Ad Hoc Reviewer: Management Science