QI YU

50 Stamford Road #05-01 Singapore 178899| qiyu@smu.edu.sg

Academic Appointments

Singapore Management University, Lee Kong Chian School of Business

Assistant Professor of Marketing   July 2021-

Education

The Wharton School, 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

Substantive: Quantitative Marketing, Retailing, Digital Marketing

Methodological: Causal Inference, Machine Learning, Bayesian Models

Publications (* Equal Contribution)

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

- Media Coverage: *Harvard Business Review, Research@SMU*
- Journal of Marketing Research Top Cited Articles from 2022-2023

Working Papers

Yu, Qi and Ernst Osinga, "More than Match-makers? How Do Influencer Management Systems Affect Content Volume and Variety," revise and resubmit at *Journal of Marketing Research*

Yu, Qi and Zhe Lin, "Organic Content, Embargoes, and Quality Obfuscation: Evidence from the Gaming Industry,"

Chen, Yupeng, **Qi Yu**, and Liu Liu, "An Affine Subspace Shrinkage Approach to Choice-based Conjoint Estimation,"

Wang, Yichen, **Qi Yu**, Sandeep R. Chandukala, Ernst Osinga, "Search Advertising for Product Portfolios,"

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

Yu, Qi, "Does Money Talk Green?: Monetarization and the Supply of Sustainability Content,"

Grants

- Singapore Ministry of Education AcRF Tier 1 Grant, S$36,032   2024-2025
- Singapore Ministry of Education AcRF Tier 1 Grant, S$28,400   2021-2023
- ASEAN Business Research Initiative Grant, S$6,500   2024-2025

Scholarships and Awards

- ISMS Early Career Camp Fellow   2023
- ISMS Doctoral Consortium Fellow   2019
- Quantitative Marketing and Structural Econometrics Workshop Fellow   2018
- Doctoral Fellowship, the Wharton School   2016-2021
- Guanghua First-Class Scholarship, Tsinghua University   2015

Invited Talks and Conference Presentations († Co-author Presentation)

2025: HK Quant Marketing Brownbag

2024: Zhejiang University, 2024 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, ISMS Marketing Science Conference 2024, Rice University†, University of Wisconsin Madison†

2023: ISMS Marketing Science Conference 2023, SMU Applied Micro Workshop, Marketing Analytics Symposium Sydney, University College London†, London School of Economics and Political Science†

2021: New York University Shanghai, 2021 Virtual Conference on Artificial Intelligence, Machine Learning, and Business Analytics†

2020: City University of Hong Kong, Chinese University of Hong Kong, National University of Singapore, Bocconi University, Singapore Management University

Teaching

Singapore Management University

Marketing, Undergraduate Core, Instructor   2021-

Marketing Pro-Seminar, PhD Core, Instructor   2021-

Cases

Timperio Experiments with Generative AI in Advertising: New Frontiers in Creative Campaigns, by **Yu, Qi**; Chandukala, Sandeep R.; Osinga, Ernst C.; Joshi, Havovi; Mittal, Sheetal; Bhattacharya, Lipika. (2025). SMU-25-0007.

- Media Coverage: *Case Centre Connect*

Service

Reviewer for Journals and Conferences

Journal of Marketing Research, Management Science, Journal of Retailing, Theory+Practice in Marketing (TPM) Conference

Student Advising

Yichen Wang (2025, committee member)