

YAN XU
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Academic Positions

2021– Assistant Professor in Marketing, Virginia Tech
2020–2021 Assistant Professor in Marketing, Virginia Tech and GoGlobal¹
2017–2020 Assistant Professor in Marketing, The Hong Kong Polytechnic University

Education

2013-2017 Ph.D. in Marketing, Tilburg University
2011-2013 Mphil. in Economics, Tilburg University
2007-2011 Bachelor in Physics, Shanghai Jiao Tong University

Research Interests

Consumer and firm learning, network, home production and time use
Platforms/two-sided markets, fast-moving consumer goods markets, salesforce
Quantitative marketing, empirical industrial organization

Accepted or Published Papers

“Consumer Time Budgets and The Nature of Grocery” (Bart Bronnenberg, Tobias Klein and Yan Xu, Management Science (2023)
“Entrepreneurial Learning and Disincentives in Crowdfunding Markets”, Yan Xu and Jian Ni, Management Science (2022)

Working Papers

“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents” (Yan Xu, Mandy Hu, Junhong Chu and Andrew Ching, Minor Revision, Marketing Science)
“The Relationship between Customer Value and the Timing of Adoption in a New Experience Goods Category” (Yan Xu, Bart Bronnenberg and Tobias Klein)
“Quantity Versus Variety: Non-cooperative Production on a Online Knowledge Sharing Platform” (Maiju Guo, Jian Ni, Qiaowei Shen and Yan Xu)

¹Affiliated through GoGlobal due to pandemic.

Conference and Seminar Presentations

- 2024:** CES conference (Bucknell University), POMS Conference (scheduled), CityU (scheduled).
- 2023:** UTD Bass Conference (discussant), Conference on Network Science and Economics, International Industrial Organization Conference, Marketing Strategy Consortium, Marketing Science Conference, Jinan-SHUFU Industrial Organization conference, University of Hong Kong, Peking University, SHUFU (Industrial Economics), China India Insights Conference (Stanford).
- 2022:** UTD Bass Conference, Marketing Science Conference, DC-MD-VA econometrics workshop (Georgetown), Marketing Dynamics Conference (GSU).
- 2021:** Marketing Science Conference, International Industrial Organization Conference.
- 2020:** Marketing Science Conference.
- 2019:** HK PolyU MIS Research Seminar, Marketing Science Conference, Marketing Dynamics conference (Maryland), China India Insights Conference (MIT), Virginia Tech.
- 2018:** Marketing Science Conference.
- 2017:** HKUST (pro-seminar), DIW Berlin (German Institute for Economic Research), Erasmus University (Econometrics), Erasmus University (Marketing), Eindhoven University of Technology, Toulouse Business School, The Hong Kong Polytechnic University.
- 2016:** Tilburg University Structural Econometrics Lunch Seminar, Marketing Science Conference, Tilburg Marketing Department Summer Camp.
- 2015:** Tilburg Marketing Department Summer Camp.

Grants and Awards

Awarded a Hong Kong Research Grants Council (RGC) Grant as Principal Investigator for the project "The Diffusion of Online Technology", 2020

National Physics Olympiad Competition, first class prize, 2007

Teaching

Instructor, Marketing Analytics (MSBA/master core), Virginia Tech, 2021-

Instructor, Analytics of Marketing (undergraduate core), Virginia Tech, 2021-

Instructor, Marketing Research (undergraduate core), The Hong Kong Polytechnic University, 2019-2020

Instructor, Marketing Strategy (undergraduate core), The Hong Kong Polytechnic University, 2018-2019

Teaching Assistant, Empirical Industrial Organization 1 (PhD), Tilburg University, 2016-2017

Supervisor, Master theses in Marketing Analytics (5 students per year), Tilburg University, 2016-2017

Supervisor, Marketing bachelor theses (12 students per year), Tilburg University, 2014-2016

Teaching Assistant, Market Assessment (master), Tilburg University, 2014-2016

Service

Department

Faculty Search Committee Member, 2021-Present

Graduate Program Committee Member, 2021-Present

University

Center for Business Analytics Stakeholder Committee, 2023-Present

Faculty Senate Member, 2021-Present

Service to Field

Ad-hoc Reviewer for Journal of the Academy of Marketing Science

Ad-hoc Reviewer for Quantitative Marketing and Economics

Ad-hoc Reviewer for Labour Economics

Scientific Committee Member for 2023 Workshop on Platform Analytics (UCSD)

Other Research-related Activities

ISMS Early Career Camp Fellow, 2022

Marketing Science Conference Session Chair, 2022, 2023

Marketing Science Conference Session Co-Chair, 2019

Organizer of the Structural Econometrics Group lunch seminars, 2014-2016

Research assistant at Shanghai Jiao Tong University Smith Experimental Economics Research Center, 2010

Computer language and software

Matlab, Stata, Python, C++, R, Perl