

YAN XU
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Academic Positions

- 2021– Assistant Professor, Marketing Department, Pamplin Business School, Virginia Tech
2020–2021 Assistant Professor, GoGlobal¹
2017–2020 Assistant Professor, Marketing and Management Department, Hong Kong Polytechnic University

Education

- 2013-2017 Ph.D. in Marketing, Tilburg University, the Netherlands
Advisors: Bart Bronnenberg and Tobias Klein
2011-2013 Mphil. (Ph.D. qualification exam equiv.) in Economics, Tilburg University, the Netherlands
Advisor: Tobias Klein
2007-2011 Bachelor in Physics, Shanghai Jiao Tong University, China

Research Interests

Topics: Platforms/two-sided Markets, Network, Teamwork, Consumer and Firm Learning, Time Use
Methodologies: Structural Econometrics, Stochastic Block Models, Reinforcement Learning

Accepted or Published Papers

- “Vulnerability to Natural Disasters and Sustainable Consumption: Unraveling Political and Regional Differences”, Rebecca Chae, Rafay Siddiqui, Yan Xu, Proceedings of the National Academy of Sciences (2025)
“Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents”, Yan Xu, Mandy Hu, Junhong Chu and Andrew Ching, Marketing Science (2024)
“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

- “Quantity Versus Variety: Non-cooperative Production on Online Knowledge Sharing Platforms”, Under Review, Maiju Guo, Jian Ni, Qiaowei Shen and Yan Xu
“Batched Adaptive Network Formation”, Yan Xu and Bo Zhou
“The Relationship between Customer Value and the Timing of Adoption in a New Experience Goods Category”, Yan Xu, Bart Bronnenberg and Tobias Klein

Conference and Seminar Presentations

¹Affiliated with Virginia Tech through GoGlobal due to pandemic.

- 2024:** CES conference (Bucknell University), CityU HK, UVA-VT research camp, Management Science Workshop (canceled).
- 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

Pamplin Business School Annual Faculty Award for Excellence in Research, 2024

Hong Kong Research Grants Council (RGC) Grant, Principal Investigator of project "The Diffusion of Online Technology", HKD 399,531,2020-2022

National Physics Olympiad Competition, first class prize, 2007

Teaching

Instructor, Marketing Analytics (master), Virginia Tech, 2025-Present

Instructor, Marketing Analytics (MSBA/master), Virginia Tech, 2021-2024

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

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

Instructor, Marketing Strategy (undergraduate), 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, 2021-2024

University

Center for Business Analytics Stakeholder Committee, 2023-Present

Faculty Senate Member, 2021-Present

Service to Field

Ad-hoc Reviewer for Marketing Science, Quantitative Marketing and Economics, Journal of the Academy of Marketing Science, Labour Economics, Health Care Management Science, Scientific Reports - Nature, Humanities and Social Sciences Communications - Nature

Editorial Review Board Member for Journal of Business Research, 2025-Present

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/Co-Chair, 2019, 2022, 2023

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